

UNIVERSITY OF LJUBLJANA  
FACULTY OF ECONOMICS

MASTER'S THESIS

**AN ANALYSIS OF TOURIST PERCEIVED EXPERIENTIAL VALUE:  
THE CASE OF THE KOY YAO NOI COMMUNITY**

Ljubljana, July 2017

GAŠPER BENEDIČIČ

## **AUTHORSHIP STATEMENT**

The undersigned Gašper Benedičič, a student at the University of Ljubljana, Faculty of Economics, (hereafter: FELU), author of this written final work of studies with the title An analysis of tourist perceived experiential value: the case of the Koh Yao Noi, prepared under supervision of prof. dr. Ljubica Knježević Cveblar.

### **DECLARE**

1. this written final work of studies to be based on the results of my own research;
2. the printed form of this written final work of studies to be identical to its electronic form;
3. the text of this written final work of studies to be language-edited and technically in adherence with the FELU's Technical Guidelines for Written Works, which means that I cited and / or quoted works and opinions of other authors in this written final work of studies in accordance with the FELU's Technical Guidelines for Written Works;
4. to be aware of the fact that plagiarism (in written or graphical form) is a criminal offence and can be prosecuted in accordance with the Criminal Code of the Republic of Slovenia;
5. to be aware of the consequences a proven plagiarism charge based on the this written final work could have for my status at the FELU in accordance with the relevant FELU Rules;
6. to have obtained all the necessary permits to use the data and works of other authors which are (in written or graphical form) referred to in this written final work of studies and to have clearly marked them;
7. to have acted in accordance with ethical principles during the preparation of this written final work of studies and to have, where necessary, obtained permission of the Ethics Committee;
8. my consent to use the electronic form of this written final work of studies for the detection of content similarity with other written works, using similarity detection software that is connected with the FELU Study Information System;
9. to transfer to the University of Ljubljana free of charge, non-exclusively, geographically and time-wise unlimited the right of saving this written final work of studies in the electronic form, the right of its reproduction, as well as the right of making this written final work of studies available to the public on the World Wide Web via the Repository of the University of Ljubljana;
10. my consent to publication of my personal data that are included in this written final work of studies and in this declaration, when this written final work of studies is published.

Ljubljana, July 17<sup>th</sup>, 2017

Author's signature: \_\_\_\_\_

# TABLE OF CONTENTS

<b>INTRODUCTION .....</b>	<b>1</b>
<b>1 COMMUNITY-BASED TOURISM .....</b>	<b>2</b>
1.1 Definition of the CBT.....	3
1.2 Principles of the CBT .....	4
1.3 Elements of the CBT .....	5
1.4 Goals of the CBT.....	5
1.5 Development and implementation models of the CBT .....	6
1.6 Positive impacts of CBT.....	8
1.7 Negative impacts of CBT .....	9
1.8 Critics of CBT .....	9
<b>2 PERCEIVED VALUE .....</b>	<b>10</b>
2.1 Unidimensional concepts .....	12
2.2 Multidimensional concepts.....	12
2.2.1 Emotional perceived value.....	14
2.2.2 Experiential perceived value .....	15
2.2.2.1 Experiential perceived value (host-guest interaction).....	15
2.2.2.2 Experiential perceived value (activity, culture, and knowledge) .....	16
2.2.3 Functional perceived value .....	16
2.2.3.1 Functional value (establishment).....	17
2.2.3.2 Functional value (price).....	17
<b>3 ANALYSIS OF CBT ON KOY YAO NOI.....</b>	<b>18</b>
3.1 Geographical and natural analysis of the island .....	18
3.2 Historical background analysis of the CBT .....	19
3.3 Demographic and cultural analysis of community .....	20
3.4 Economic analysis of community .....	21
3.5 Analysis of tourist products offered by community .....	22
3.6 Analysis of the tourism demand.....	24
<b>4 METHODS AND HYPOTHESIS .....</b>	<b>25</b>
4.1 Hypothesis .....	25
4.2 Questionnaire.....	25
4.3 Methodology .....	26
4.4 Data collection.....	26
<b>5 DATA ANALYSIS.....</b>	<b>27</b>
5.1 Traveling details .....	27
5.2 Emotional perceived value .....	31

5.3	Experiential perceived value (host-guest interaction).....	33
5.4	Experiential perceived value (activity, culture, and knowledge).....	34
5.5	Functional perceived value (establishment).....	35
5.6	Functional perceived value (price).....	36
5.7	Perceived value dimensions' importance analysis.....	38
5.8	Hypothesis testing .....	39
5.8.1	Hypothesis 1 .....	39
5.8.2	Hypothesis 2 .....	40
5.8.3	Hypothesis 3 .....	40
5.8.4	Hypothesis 4 .....	41
5.8.5	Hypothesis 5 .....	42
5.8.6	Hypothesis 6 .....	42
<b>6</b>	<b>DISCUSSION.....</b>	<b>43</b>
	<b>CONCLUSION.....</b>	<b>46</b>
	<b>REFERENCE LIST .....</b>	<b>47</b>

## **APPENDIXES**

### **LIST OF TABLES**

Table 1:	An overview of CBT definitions.....	3
Table 2:	Definitions of perceived value .....	10
Table 3:	The overview of approaches and streams in the perceived value .....	11
Table 4:	Price list.....	22
Table 5:	List of tours and activities .....	23
Table 6:	Travel party (N=101) .....	27
Table 7:	Cross table between age and travel party .....	27
Table 8:	Number of visits to the homestays (N=101). .....	29
Table 9:	Cross table between age and number of visits to a homestay .....	29
Table 10:	Length of the stay (N=101) .....	30
Table 11:	Cross table between length of stay and number of visits to a homestay.....	31
Table 12:	Emotional dimension of perceived value – relative frequencies and descriptive statistics (N=101) .....	31
Table 13:	Emotional dimension items by age groups (mean values; N=101) .....	32
Table 14:	Experiential perceived value (host-guest interaction) – relative frequencies and descriptive statistics (N=101).....	33

Table 15: Experiential dimension host-guest interaction items by age groups (mean values)	33
Table 16: Experiential perceived value (activity, culture, and knowledge) – relative frequencies and descriptive statistics (N=101)	34
Table 17: Experiential dimension (activity, culture, and knowledge) items by age groups (mean values; N=101)	35
Table 18: Functional perceived value (establishment) – relative frequencies and descriptive statistics (N=101)	35
Table 19: Functional dimension (establishment) items by age groups (mean values; N=101)	36
Table 20: Functional perceived value (price) – relative frequencies and descriptive statistics (N=101)	37
Table 21: Functional dimension (price) items by age groups (mean values; N=101)	37
Table 22: The perceived value dimensions and correlation coefficients (N=353)	38
Table 23: The perceived value dimensions and correlation coefficients (N=101)	38
Table 24: Test of normality	39
Table 25: Hypothesis 1: descriptive statistics and t-test	39
Table 26: Test of normality	40
Table 27: Hypothesis 2: descriptive statistics and t-test	40
Table 28: Test of normality	41
Table 29: Hypothesis 3: descriptive statistics and t-test	41
Table 30: Test of normality	41
Table 31: Hypothesis 4: descriptive statistics and t-test	42
Table 32: Test of normality	42
Table 33: Hypothesis 5: descriptive statistics and t-test	42
Table 34: Test of normality	43
Table 35: Hypothesis 6: descriptive statistics and t-test	43

## LIST OF FIGURES

Figure 1: Key stakeholders in CBT	6
Figure 2: Classical model of CBT development	7
Figure 3: Extended model of CBT development	8
Figure 4: Koh Yao district	18



## INTRODUCTION

Tourism in Thailand presents more than 20% of gross domestic product (hereinafter: GDP) with the combined direct and indirect contributions. Thailand is one of the fastest growing travel destinations in the world. World travel and tourism council (hereinafter: WTTC) forecast suggests that in 2017 Thailand will be ranked among top five considering the growth of the total tourism contribution to GDP which is predicted to be 9.4% (WTTC, 2016). Thailand is with almost 30 million tourist arrivals in 2015 (World tourism organisation (hereinafter: UNWTO), 2016) leading tourism destination in the South East Asia region. The majority of visitors is visiting well know destinations within Thailand which mainly offer conventional forms of tourism. To overcome this image, and to position Thailand as a quality destination, ministry of tourism and sport in Thailand has carried out tourism development plan “The National Tourism Development Plan 2012-2016” which among others emphasizes alternative forms of tourism as a key restructuring tool (Kontogeorgopoulos, 2014).

Increasing demand for alternative forms of tourism is creating a need for study and research of alternative ways to understand suppliers of a service on the one hand and tourists on the other. One of the alternative forms is community-based tourism (hereinafter: CBT), defined as tourism that is taking into consideration environmental, social and cultural sustainability. The decision-making process is in the hands of the local community to help preserve the natural and cultural heritage and to encourage interactions with the community with visitors. Interactions increase awareness of tourists about local culture and the local way of living (Suansri, 2003).

In the past research of CBT has considered mostly the supply side of the chain such as planning, development, management issues, sociological issues, host provider’s perception of the program and their participation and motivation (Jamal, Othman, Maheran, & Muhammad, 2011). Focusing on tourist side of research, the concept of perceived value is generating a lot of interest in the tourism industry (Sanchez-Fernandez & Iniesta-Bonillo, 2007). Creating customers value means building and sustaining competitive advantage and is one of the most important success factors of any business (Slater, 1997, p. 166; Wang, Po Lo, Chi, & Yang, 2004).

As one of the best examples of CBT, community of Koh Yao Noi was chosen for this research. Koh Yao Noi is a multiple award winning community. With community tourism they managed to get attention of the media and government to protect their waters from illegal fishing. Now they offer a pristine experience and balance fun, learning and cultural exchange. With the activities they offer locals to share their stories and offer tourists to get insight of a “fisherman life”.

The purpose of the master thesis is to evaluate different dimensions of the perceived value from a visitor perspective on a case of the community Koh Yao Noi. In the theoretical part of the thesis, concept of CBT and perceived value will be researched and explained. Besides, Koh Yao Noi community, its functioning and characteristics along with the geographical analysis of the island will be made. The hypotheses are comparing satisfaction and importance of experiential and emotional value dimensions with functional dimensions. Based on the results local community will be provided with strategic guidelines for the CBT product. The results will be compared and analyzed with similar studies of CBT.

## **1 COMMUNITY-BASED TOURISM**

Tourism is one of the world's leading sectors providing employment to the local population. Besides, it requires infrastructure development that on the one hand satisfy visitors' expectations and on the contrary helps improving life standard of the local population. Consequently, this results are encouraging governments and local development agencies in the developing countries to use tourism as a key development tool especially in the rural regions. However, not only governments and development agencies are investing their resources into tourism development, but also locals invest their time, effort and money as they hope tourism will bring economic and social benefits. With these purposes, locals are connecting into communities and starting with the CBT (Moscardo, 2008).

The CBT is also used as a response to the negative impacts on the environment and the local community that is brought in by conventional tourism. Consequently, CBT is based on sustainable development and its principles where needs of the present are met "without compromising the ability of future generations to meet their own needs" (World Commission on Environment & Development (hereinafter: WCED), 1987, p. 43). Although CBT is being based on the principles of sustainable tourism it has its own characteristics: (1) usually most appropriate for development in poor rural and not developed areas where tourists can get to know unique culture and customs; (2) activities are based on learning between community and tourists and on encouragement to respect and understand different cultures; (3) benefits of CBT are distributed equally within the community (Suansri, 2003).

The CBT is not trying to answer "How can local communities benefit from tourism?" but is instead trying to answer "How can tourism contribute to the development of the local community" (Suansri, 2003).



## 1.1 Definition of the CBT

The literature is presenting the CBT and its products with many different terms. Suansri (2003) presented following terms which are similar or closely connected to the CBT:

- ecotourism;
- short visits;
- homestay.

The ecotourism is emphasizing the environment and tourism activities while CBT is focusing on the holistic development of the community. The short stays offer low participation possibilities for the visitors oppose to CBT. The homestay term is focused on the visitors' experience with the host family. For the purpose of the thesis "homestay" term will also be used and is focused on the accommodation side of the CBT.

Table 1. An overview of CBT definitions

Author	Definition
Blank (1989, p. 4)	CBT is enabling locals to control tourism development within the community and brings economic, social and environmental benefits. On the one hand, it is a "win-win" outcome for the local population and on the other for the tourists who seek an authentic experience.
Jamal et al. (2011, p. 5)	CBT intends to attract a segment of tourist that want an authentic experience and is closely connected to nature, culture and local customs.
Moscardo (2008, p. 5)	Moscardo describes it as a popular alternative to the traditional tourism development styles and defines as a tool for the local community to form and process tourism development.
Murphy (1985, pp. 161,171)	Murphy presents CBT as a tourism development tool with a focus on the benefits for the local community. Moreover, it is a partnership between the local community and other tourism entities at the destination.
Suansri (2003, p. 14)	Suansri defines CBT as: "tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life".

Source: U. Blank, *The community tourism industry imperative: The necessity, the opportunities, its potential*, 1989, p. 4; S. A. Jamal et al., *Tourist perceived value in a community-based homestay visit: An investigation into the functional and experiential aspect of value*, 2011, p. 5; G. Moscardo, *Building Community Capacity for Tourism Development*, 2008, p. 5; P. E. Murphy, *Tourism: A community approach*, 1985, pp. 161,171; P. Suansri, *Community based Tourism Handbook*, 2003, p. 14.

The concept of the CBT has been researched since the mid-1980s and has been defined by many authors. All definitions have in common that the CBT is an alternative form of tourism that is taking into consideration environmental, social and cultural sustainability. The decision-making process, planning, forecasting and controlling is in the hands of the local community to help preserve natural resources and cultural heritage and to encourage interactions between community and visitors. Interactions increase awareness of tourists about local culture and the local way of life (Suansri, 2003). Definitions of the CBT by different authors are presented in Table 1.

## **1.2 Principles of the CBT**

Suansri (2003, p. 12) presented principles on which the CBT is based on and are showing the directions how tourism can be used as a community development tool:

- recognition, support and promotion of community ownership in tourism;
- involvement of community members in all phases of development;
- promotion of community pride;
- improvement of community life;
- ensuring environmental sustainability;
- preserving the cultural aspect of the local area;
- promotes cross-cultural learning;
- cross-cultural respect;
- distribution of the benefits is fair among the community members;
- a fixed percentage of income is contributed to community projects.

Before the development of the CBT within these principles could be pursued, community capacity has to be build and prepared. The community capacity is tourism knowledge or readiness, to begin with, tourism development and is one of the most common barriers when it comes to CBT development. Furthermore, the lack of the tourism knowledge will limit the local leadership, effective planning, coordination and involvement of local stakeholders. The education of the stakeholders should be a continuous process with which all the stakeholders should develop (Moscardo, 2008):

- the ability to recognize and solve problems;
- the ability to critically evaluate projects;
- leadership and entrepreneurship skills;
- managerial and technical expertise required for target areas;
- the ability to network and community cohesiveness;
- establishing partnerships with external organizations,
- ability to manage resources and infrastructure;
- motivation and confidence.

### **1.3 Elements of the CBT**

Suansri, (2003, p. 15) describes four key elements of the CBT. The first key element is presenting natural and cultural resources of the local community and is outlined by following items:

- well preserved natural resources;
- the local economy is dependent on the sustainable use of natural resources;
- customs and local culture is unique to the destination

The second key element is concerning the community organization, its functioning, and development (Suansri, 2003):

- the community has shared vision and ideology;
- elders that are part of the community can pass on traditional knowledge and wisdom;
- the community strives to its own development and has a sense of ownership.

Having an established management is the third key element for CBT described below (Suansri, 2003):

- the community has well-established regulations for environmental, cultural and tourism management;
- management can fairly distribute the benefits in the local community and plan economic and social development.

The last and the most important key element is learning. It encourages the mutual learning between hosts and guests and is raising the awareness of natural and cultural conservation of the area (Suansri, 2003).

### **1.4 Goals of the CBT**

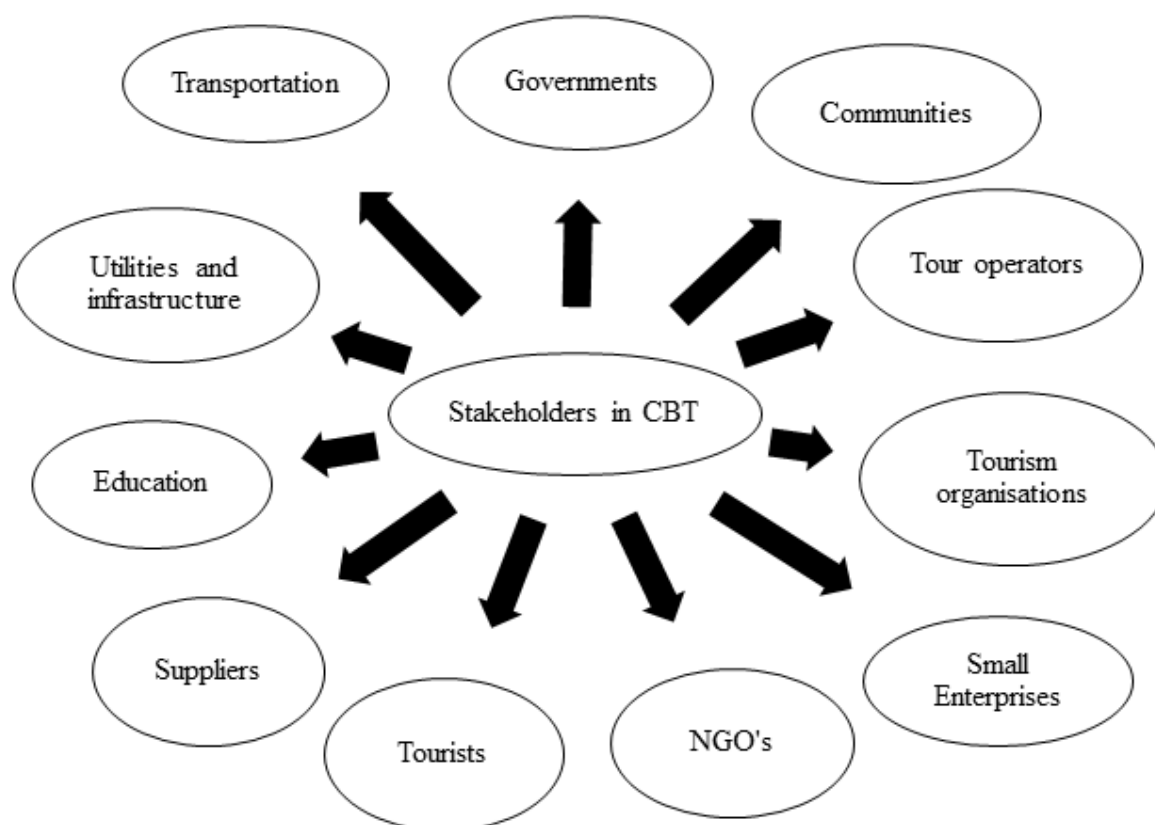
Moscardo (2008, ix) emphasizes the economic, social, cultural benefits for the local community and sustainable tourism development as the main aims of CBT. Planning of the tourism development is usually in the hands of companies and governments which mostly do not consider vision and opinions of the local population but pursue their own. However, CBT on the other side empowers local inhabitants to do the planning and execution from the beginning on (Blackstock, 2005; Moscardo, 2008). With the active planning of tourism development, locals get the insight of tourism direct and indirect impacts and a better understanding of capabilities and problems of the destination (UNWTO, 2004, p. 83).

Blackstock's (2005, pp. 41–43) critical review of the CBT suggests that communities are heterogeneous and not homogenous groups as many authors often assume, thus they are often not seeking only for collective good but primarily for self-interest. Furthermore, Blackstock points out that CBT literature is too focused on sustaining the tourism industry when it should be primarily focused on the community development, social justice and empowerment of the locals.

## 1.5 Development and implementation models of the CBT

All communities have different characteristics and are part of the different environment. Accordingly, the development process has to be planned well and supported by all stakeholders. In the assessment process, the key stakeholders have to be defined. Figure 1 illustrates the potential stakeholders who might be directly or indirectly affected by the CBT (Asker, Bronyak, & Mansor, 2010).

Figure 1. Key stakeholders in CBT

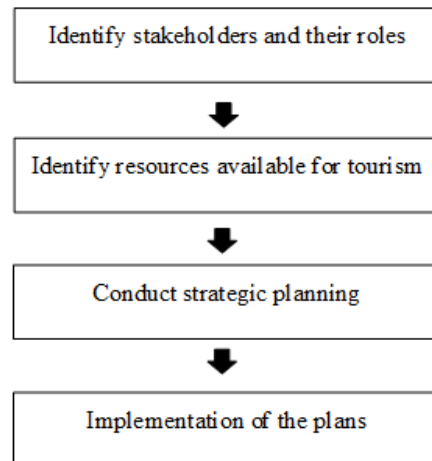


Source: S. Asker et al., *Effective Community Based Tourism: A Best Practice Manual*, 2010, p. 13.

Moscardo (2008, pp. 10–12) presents a classical model of CBT development (Figure 2) which is a simplified version of standard tourism planning approach that assumes the desire for some sort of tourism form and thus should be developed. The first step in this

method is to identify key stakeholders and discuss their roles. In the second phase, stakeholders define available resources and their use for tourism. The resources present the base for the third step which is strategic planning, where stakeholders evaluate their infrastructure, education and community awareness needs. Implementation of the plans follows as a final step in this classical model.

*Figure 2. Classical model of CBT development*

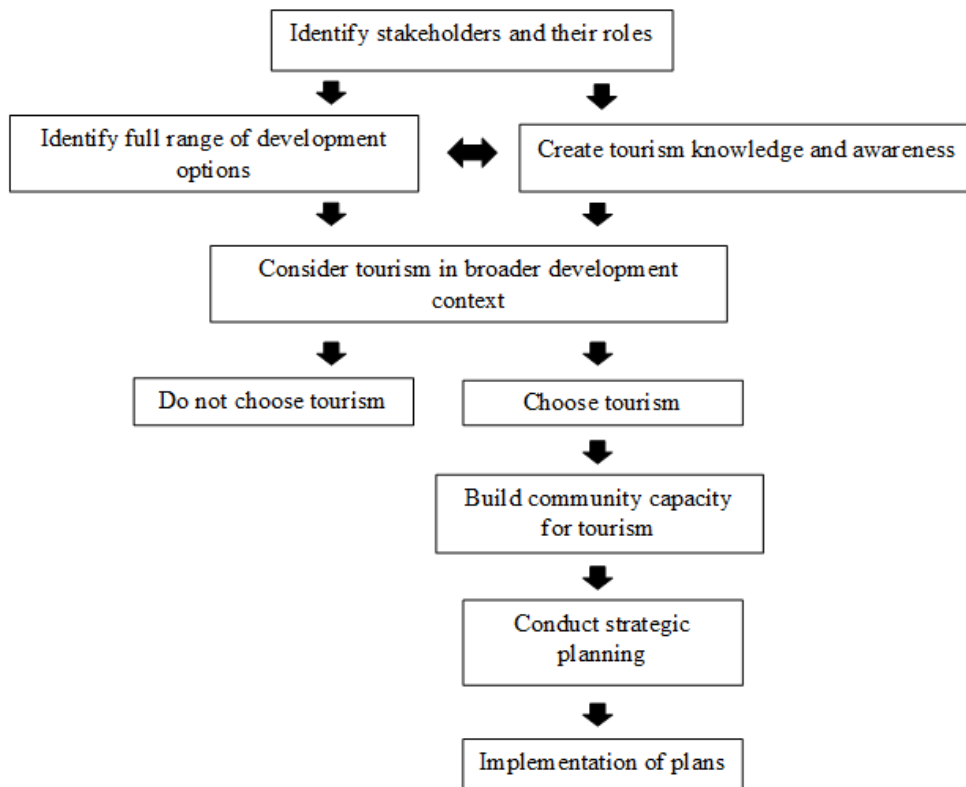


Source: G. Moscardo, *Building Community Capacity for Tourism Development*, 2008, p. 11.

The classical model already assumes tourism is the right development tool for the community and does not require identifying any other development possibility or critical evaluation of tourism as a development option. Therefore, Moscardo (2008, pp. 11–12) suggests extended development model (Figure 3) which incorporates CBT concept and emphasizes community capacity. The extended model takes into the account other possibilities and critically evaluates advantages and disadvantages of the tourism implementation. Suansri (2003, p. 28) adds that in order to determine if CBT is the right development tool, market potential should be analyzed, government policy considered and funding options explored.

Authors (Choi & Sirakaya, 2006, p. 1277; Moscardo, 2008, pp. 11–12; Suansri, 2003, pp. 96–98) emphasize monitoring and evaluation as a critical element for successful long-term community development after the implementation process. With monitoring and evaluation community can check the project's progress and evaluate if objectives are achieved efficiently.

Figure 3. Extended model of CBT development



Source: G. Moscardo, *Building Community Capacity for Tourism Development*, 2008, p. 11.

## 1.6 Positive impacts of CBT

When planning and managing of the CBT are in line with the established goals and principles, then the CBT offers a wide variety of socio-economic and environmental benefits for the local population. Beside positive impacts on community level CBT brings benefits to other stakeholders such as individual skill gains, environmental sustainability and tourist satisfaction (Asker et al., 2010, 3,9; Choi & Sirakaya, 2006, p. 1275; Moscardo, 2008, p. 62). These authors identified following positive impacts:

- positive impacts on a community level;
  - the ability and knowledge to recognize problems and to find a solution;
  - the ability of critical evaluation;
  - local leadership and entrepreneurship;
  - specific technical skill;
  - community cohesiveness;
  - motivation and self-confidence;
  - infrastructure development;
  - networking and partnerships with external organizations;

- decreasing of poverty in developing countries;
- fair cost and benefit distribution within the community;
- financial gains;
- preservation of the cultural heritage;
- CBT diversify tourist destination product;
- positive impacts for visitors;
  - authentic visitor experience;
- preserving the natural environment;
  - conservation of wildlife;
  - preservation of ecosystems.

## **1.7 Negative impacts of CBT**

CBT as any other form of tourism can bring a number of different negative consequences. Authors emphasize that with a proper assessment process most of the negative impacts can be identified and avoided or restricted as much as possible during the planning and implementation phase (Asker et al., 2010, p. 10; Blackstock, 2005; Moscardo, 2008, pp. 2–4). These authors identified following negative impacts:

- negative impacts on a community level;
  - conflicts between community members;
  - change of the traditional practices;
  - the higher cost of living;
  - the presence of visitors at their traditional ceremonies;
  - general crowding;
  - traffic congestion;
  - the negative attitude towards tourism;
- negative environmental impacts;
  - destruction of ecosystems;
  - pollution;
  - changes in wildlife behavior;
  - depletion of natural resources as food and water.

## **1.8 Critics of CBT**

Many authors do not agree that CBT is equally bringing benefits to the whole community. As the community is a heterogeneous group, they point out that personal interests are often placed in front of a common goal. Moreover, economic gains are often put in front of environmental and community issues. Numerous barriers often do not allow CBT to be economically viable. As a result, there are only a few successful communities that have

used CBT as a development tool (Blackstock, 2005, pp. 40–45; Moscardo, 2008, pp. 4–9; Tosun, 2000, p. 614).

Authors agree that CBT main benefits come from building the community capacity and planning the CBT. However, they suggest that fewer benefits are seen from analyzing the results after the implementation (Blackstock, 2005; Moscardo, 2008; Tosun, 2000).

## 2 PERCEIVED VALUE

Perceived value is a dynamic and subjective variable as it varies between customers, cultures and different times (Sanchez, Callarisa, Rodrigez, Rosa, M., & Moliner, Miguel, A., 2006). There are many definitions of perceived value and its different concepts. In the next table (Table 2) an overview of the definitions by the most important authors is presented.

Table 2. Definitions of perceived value

Author(s)	Definition
Holbrook, Rust, & Oliver (1994, p. 27)	Holbrook defines perceived value as “an interactive relativistic consumption experience.”
Monroe (1990, p. 46)	Monroe defines perceived value as “a tradeoff between the quality or benefits they perceive in the product relative to the sacrifice they perceive by paying price.”
Woodall (2003, p. 21)	Woodall defines perceived value as “a personal perception of advantage arising out of a customer’s association with an organisation’s offering, and can occur as reduction in sacrifice; presence of benefit (perceived as either attributes or outcomes); the resultant of any weighted combination of sacrifice and benefit (determined and expressed either rationally or intuitively); or an aggregation, over time, of any or all of these.”
Woodruff (1997, p. 142)	Woodruff defines perceived value as a “customer’s perceived preference for and evaluation of those product attributes, attribute performances, and consequences arising from use that facilitate (or block) achieving the customer’s goal and purposes in use situations.”
Woodruff & Gardial (1996, p. 20)	Authors define perceived value as a customer’s perceived perception of what they want to happen in a specific use situation, with the help of a product and service ordering, in order to accomplish a desired purpose or goal
Zeithaml (1988, p. 14)	Zeithaml explains perceived value as “a consumer’s overall assessment of the utility of a product based on perceptions of what is received and what is given.”

Source: M. Holbrook et al., *The Nature of Customer’s Value: An Axiology of Service in Consumption Experience*, 1994, p. 27; K. B. Monroe, *Pricing: Making profitable decisions*, 1990, p. 46; T. Woodall, *Conceptualising Value for the Customer: An Attributional, Structural and Dispositional Analysis*, 2003, p. 21; R. B. Woodruff, *Customer Value: The Next Source for Competitive Advantage*, 1997, p. 142; R. B. Woodruff & S. Gardial, *Know your customer: New approaches to customer value and satisfaction*, 1996, p. 20; V. A. Zeithaml, *Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence*, 1988, p. 14.



Zeithaml's (1988, p. 14) definition is the most cited and describes the perceived value as an unidimensional concept measuring only customer's benefits and sacrifices what was for some authors too narrow approach. They proposed a multidimensional approach where different aspects of value form a total value (Sanchez-Fernandez & Iniesta-Bonillo, (2007).

Perceived value was researched by many authors, and many different streams were created. An overview is made (Table 3) to simplify the connections among the various authors and unidimensional and multidimensional approaches. Various streams and researched dimensions of the perceived value are presented

Table 3. The overview of approaches and streams in the perceived value

Approach	Research stream	Author(s)	Dimensions (multidimensional approach)
Unidimensional	Monro's research stream	Monroe (1979)	
		Dodds & Monroe (1985)	
		Monroe & Chapman (1987)	
		Dodds & Monroe, & Grewal (1991)	
		Dodds (1991)	
	Zeithaml's research stream	Zeithaml (1988)	
Multidimensional	The consumer value hierarchy	Woodruff (1997, p. 142)	- attributes - consequences - desired end states
	Axiology stream	Hartman (1967)	- emotional - practical - logical
	Consumption value theory	Sheth, Newman, & Gross (1991a; 1991b)	- functional - social - emotional - epistemic - conditional
		Sweeny and Soutar (2001)	- functional (economic) - functional (quality) - social - emotional
	Holbrook's Typology of perceived value	Holbrook (1996)	- extrinsic versus intrinsic - self versus other oriented
			- active versus reactive

Source: J. Sanchez, et al., *Perceived value of the purchase of a tourism product*, 2006, p. 396; R. Sanchez-Fernandez & A. Iniesta-Bonillo, *The concept of perceived value: a systematic review of the research*, 2007, p. 420.

## **2.1 Unidimensional concepts**

The first approach is defining perceived value as a unidimensional concept where only benefits and sacrifices are considered. There have been two main research streams studying the perceived value as a unidimensional concept. Monroe's (1979) research stream was analyzing price, quality and value relationship (Dodds & Monroe, 1985; Monroe & Chapman, 1987) defining perceived value as "cognitive tradeoff between perceptions of quality and sacrifice results in the perception of value" (Dodds et al., 1991, p. 308). Research has proved that price has a positive effect on product's quality perception and a negative effect on value perception (Dodds, 1991; Dodds & Monroe, 1985; Dodds et al., 1991).

The second stream in unidimensional studies is Zeithaml's (1988) approach who upgraded Dodd's and Monroe's (1985) model, connecting consumers behavior with their values using the means-end model from Gutman (1982) for analyzing consumer behavior. Zeithaml (1988) proposed that people evaluate the product or service based on their perception of price, quality and value and not on the actual objective price or quality.

## **2.2 Multidimensional concepts**

The multidimensional concept is combining more unrelated dimensions that at the end form a combined total value (Holbrook, 1994; Holbrook et al., 1994; Sanchez-Fernandez & Iniesta-Bonillo, 2007; Sweeny & Soutar, 2001). There are many different streams that have studied the multi-dimensional concept of perceived value (Sanchez-Fernandez & Iniesta-Bonillo, 2007). Woodruff and Gardial (1996) used Gutman's (1982) means-end theory and developed the customer value hierarchy which has considered three levels of value: (1) attributes; (2) consequences; (3) desired end states. Woodruff (1997, p. 142) defined perceived value as: "Customer value is a customer's perceived preference for and evaluation of those product attributes, attribute performances, and consequences arising from use that facilitate (or block) achieving the customer's goals and purposes in use situations."

Hartman (1967) defined perceived value with an axiological model describing three dimensions of value: (1) emotional; (2) practical; (3) logical. The model was used to study how each dimension influence overall satisfaction in delivery service (Ruyter, Wetzels, & Bloemer, 1998; Ruyter, Wetzels, Lemmink, & Mattson, 1997) and restaurant business (Lemmink, Ruyter, & Wetzels, 1998).

Consumption value theory was developed by Sheth, Newman, & Gross (1991a; 1991b) suggesting that customer preferences are based on a variety of value forms. They put them into five categories: (1) functional; (2) social; (3) emotional; (4) epistemic (defined as the

desire of knowledge) (5) conditional. Sweeney and Soutar (2001) considered consumption value theory and developed “perval” model for durable goods and identified four value dimensions (1) functional (economic); (2) functional (quality); (3) social; (4) emotional; leaving out epistemic and conditional value (Sanchez et al., 2006). Wang (2004) adopted framework from Sweeney and Soutar (2001) and added non-monetary sacrifices as time, effort and energy.

Typology of perceived value is a theory partly based on axiology theory developed by Holbrook (1994, p. 22) defining perceived value as “interactive relativistic preference experience.” Holbrook (1996) designed typology of perceived value based on relation between three dimensions: (1) extrinsic versus intrinsic (external rewards versus personal enjoyment); (2) Self-oriented versus other oriented (effect on oneself or on the others); (3) active versus reactive (Customer act on the product versus product acts on customer). When all combined, they form eight different types of value. Understanding of each dimension of value is only possible when combined with one of the others dimensions (Holbrook, 1996; Sanchez-Fernandez & Iniesta-Bonillo, 2007).

Several studies of perceived value have been done in the tourism field. Petrick (2004) came to the conclusion that perceived value is the best predictor for repeated visits by comparing repeat visitors and first timers with the observation of a cruise ship vacations. Tam (2004) showed that perceived value has a significant impact on post purchase behavior in the restaurant business. Gallarza and Saura (2006, p. 448) have proved the quality-value-satisfaction-loyalty chain with finding a: “clear pattern: quality is an antecedent of perceived value and satisfaction is the behavioral consequence of perceived value, loyalty attitude being the final outcome.”

Petrick (2002) described perceived value with five dimensions: (1) behavioral; (2) monetary price; (3) quality; (4) emotional response; (5) reputation. Due to the fact that perceived value changes during the purchase, it will be measured after the service is completed (Petrick, 2002). Another dimension scale for the purchase of tourism products was proposed by Sanchez et al. (2006). Global purchase value (hereinafter: GLOVAL) consist of six dimensions: (1) Functional value of travel agency; (2) functional value of the contact personnel of the travel agency; (3) functional value of the tourism product; (4) functional value price; (5) emotional value; (6) Social value. Their research showed that experiential value is the one that is a most important dimension that will impact loyalty and satisfaction.

A limited amount of studies have considered perceived value in the context of the CBT. Rasoolimanesh’s et al. (2016) research has based its perceived value dimensions on Jamal’s et al. (2011) study and proved a strong positive effect of perceived value on satisfaction in a tourist’s homestay in Malaysian community. Jamal et al. (2011) studied tourist perceived value in a homestay visit in three villages in Malaysia where they

developed five dimensions: (1) emotional value; (2) experiential value (host-guest interaction); (3) experiential value (activity, culture knowledge); (4) functional value (establishment); (5) Functional value (price).

### **2.2.1 Emotional perceived value**

Emotional perceived value dimension studies feelings that are experienced when consuming the product (Sheth et al., 1991a). These feelings can be connected to either positive (for example, excitement) or negative (for example, anger or fear) affective states (Sanchez-Fernandez & Iniesta-Bonillo, 2007). Researchers used to separate emotional and social value dimension, but Hall, Robertson & Shaw (2001, p. 351) have come to a conclusion that two dimensions are: “so closely intertwined that they should be considered as one.”

In the literature, emotional perceived value is described as a dimension that is based on the hedonic and novelty aspects (Duman & Mattila, 2005; Rasoolimanesh et al., 2016). The hedonic aspect is based on the pleasure seeking human behavior (Holbrook & Hirschman, 1982, p. 136) which is true also for the service experience (Carbone & Haeckel, 1994). The most defining terms when it comes to the hedonic part of the emotional value for leisure experience are enjoyment and relaxation (Kleiber & Mannell, 1997). The novelty aspect of the emotional perceived value has its origins in novelty seeking psychology introduced by Berlyne (1950). Furthermore, human motivation in leisure experience is driven by adventure, change of the routine, surprise and is the base for travelers who seek for new and unique experiences (Duman & Mattila, 2005).

Jamal et al. (2011) and Rasoolimanesh et al. (2016) have done a research about perceived value on a CBT case. Both types of research have proved that emotional dimension was more important to the visitors than any other researched dimension of the perceived value for the CBT. Besides, both types of research took related factors to research emotional dimension. Based on all of them, five items were chosen for the purpose of the thesis:

- My homestay experience makes me feel like I am in another world (novelty).
- It was something new and different (novelty).
- It was a memorable experience (novelty).
- My visit to this homestay was something that I enjoyed (hedonic).
- Experiencing this homestay program was something relaxing (hedonic).

Jamal et al. (2011) had joined all the items into the emotional value dimension when on the other hand Rasoolimanesh et al. (2011) divided them into the hedonic and the novelty part. Accordingly, both the hedonic and the novelty items are included in this research but are presented as the emotional dimension of perceived value, as per Jamal’ s et al. (2011) research.

### **2.2.2 Experiential perceived value**

Experiential dimension of perceived value is capturing interactions between host and guest, activities and gained knowledge (Jamal et al., 2011; Mathwick, Malhotra, & Rigdon, 2001). Babin et al. (1994) defined benefits offered by experiential value as intrinsic and extrinsic where the intrinsic benefits are gained with fun and comfort whereas the extrinsic are made by the task completion. Halbrook (1994) expanded experiential value with an interaction between environment and individual, and an environmental factor itself.

The measuring scale for the experiential perceived value dimension in tourism was developed by Otto and Ritchie (1996). Their goal was to develop overall structure of service experience. As a result, they described the experiential dimension of perceived value with four factors:

- hedonics;
- peace of mind;
- involvement;
- recognition.

In CBT the experiential value was researched by Jamal et al. (2011), who divided the value into two dimensions:

- Experiential perceived value (host-guest interaction);
- experiential perceived value (activity, culture, and knowledge).

Rasoolimanesh et al. (2016) made similar classification with similar factors but named the two dimensions differently:

- host provider dimension;
- service dimension.

For the purpose of the master thesis, Jamals et al. (2011) classification was adopted. However, both types of research were considered for choosing the factors for each dimension.

#### **2.2.2.1 Experiential perceived value (host-guest interaction)**

Jamal et al. (2011) named an intrinsic part of the experiential perceived value as “experiential value (host-guest interaction)” where he studied the relationship between host and guest interaction. Community tourism is based on human interaction therefore

intensive interaction is important and has a significant impact on the perceived value (Jamal et al., 2011; Musa, Kayat, & Thirumoorthi, 2009).

Following items were extracted based on Jamal's et al. (2011) and Rasoolimanesh's et al. (2016) (see Appendix B and Appendix C):

- The host family members were friendly.
- They made me feel comfortable.
- They tried to help me as much as they could.
- They were very accommodating.
- I had a good relationship with my host family members.

#### 2.2.2.2 Experiential perceived value (activity, culture, and knowledge)

An extrinsic part of the experiential dimension is also included in Jamal et al. (2011) research as “experiential value (activity, culture, and knowledge)” dimension. Tourist participating in CBT activities are highly motivated to experience lifestyle of locals and to learn about their culture. Therefore “experiential value (activity, culture, and knowledge)” is more important than functional value dimension as per Jamal's et al., (2011) research findings.

Following items were extracted based on Jamal's et al. (2011) and Rasoolimanesh's et al. (2016) (see Appendix B and Appendix C):

- The traditional-oriented activities by the participating villagers were enjoyable.
- The cultural-oriented performances presented were entertaining.
- The festival and events celebrated add knowledge on cultural differences.
- The excursion around the village is informational.
- I gained new knowledge from this homestay visit.

#### 2.2.3 Functional perceived value

The functional aspect of value “refers to the rational and economic evaluations made by individuals” (Jamal et al., 2011) and is defined by attributes such as price, reliability, and durability which describe utilitarian functional and physical performance of a product (Sheth et al., 1991a).

Functional value for tourism products was researched and defined by Sanchez et al. (2006). They have based their research on four different functional value dimensions:

- Functional value of the travel agency: installations.

- Functional value of the contact personnel of the travel agency: professionalism.
- Functional value of the tourism package purchased: quality.
- Functional value: price.

In the CBT functional dimension of the perceived value was researched Jamal et al. (2011) and Rasoolimanesh et al. (2016). Both types of research have divided functional dimension into two:

- Functional value establishment.
- Functional value price.

#### 2.2.3.1 Functional value (establishment)

Functional value establishment is the dimension of the perceived value that measures the functional and physical performance of a product. In the CBT functional value establishment is measuring how tourists perceive the accommodation and its composition. Moreover, tourists are beside the accommodation assessing the surrounding area and accessibility (Jamal et al., 2011).

Following items were extracted based on Jamal's et al. (2011) and Rasoolimanesh's et al. (2016) (see Appendix B and Appendix C):

- The house was cozy and comfortable.
- The house was neat and clean.
- The traditional composition was uncommon and appealing.
- The surrounding area was quiet and peaceful.
- Homestay village was accessible.

#### 2.2.3.2 Functional value (price)

Functional value price is the dimension of the perceived value that measures utilitarian properties of value. Tourists are assessing how fair products are priced and how much value service has offered for the money they have spent (Jamal et al., 2011).

Following items were extracted based on Jamal's et al. (2011) and Rasoolimanesh's et al. (2016) (see Appendix B and Appendix C):

- The overall homestay experience offer value for money.
- The homestay program is economical holiday package.
- The local products were available were reasonably priced.
- The handcrafts sold were fairly priced.





Koh Yao Noi has a tropical climate with an average temperature higher than 26.5 °C throughout the year. There are only two seasons existing on the island namely the dry and the raining season. The dry season starts in December and ends in April with average precipitation of 51 mm. Rainy or monsoon season Starts in May and ends in November with average precipitation of 181 mm. Furthermore, in the monsoon season rain tends to fall in short but intensive intervals that usually last only a few hours each day (Kankaew & Piyanamwanit, 2008; Meteoblue, 2017).

Diverse relief with a mountain base to the north creates a unique setting on Koh Yao Noi. White sandy beaches on the east side, mangrove forests on the southwest side and tropical rainforest in the middle support a diverse flora and fauna. Apart from that, the ocean is clean and rich with sea life. There is a popular coral reef on the northeast side of the island which is part of the national park and therefore protected (Kankaew & Piyanamwanit, 2008; "Map of Koh Yao", 2016).

As a result of the location, Koh Yao Noi is well protected from any major natural disaster. In December 2004 tsunami caused by an earthquake near the Indonesian west coast barely reached the Island and only caused damage on the east side to some coastal houses (D. Buttrees, personal communication, February 6, 2017).

### **3.2 Historical background analysis of the CBT**

The first community on the island was founded in order to protect Phang Nga waters from big fishing companies in the early 1980s. As they, practiced illegal fishing and as a result destroyed marine life with their illegal fishing equipment. Therefore, the goal of the community was to prevent the illegal fishing and to protect the sea life which would enable local fishermen to sustain their main food source. In the early 1990s Responsible Ecological Social Tours (hereinafter: REST), an organization that helped to form their first tourism community, introduced to them an ecological form of community tourism where sustainable community development is priority number one and can educate domestic and international tourists about the environmental issues. Due to the education of tourists about the issue, their problems gained the attention of media and consequently in 2001 Thai government helped with legislation to protect Phang Nga waters from the big fishing corporations (D. Buttrees, personal communication, February 6, 2017; CBT network (hereinafter: CBT-N-CC), 2017; Kankaew & Piyanamwanit, 2008).

The Koh Yao Noi community is part of regional CBT network which supports the education of communities at meetings on a regular basis. The successful cooperation and outcome was awarded in 2002 by National Geographic Traveler and Conservation International with World Legacy Award for Destination Stewardship. This award has proved that Koh Yao Noi community is one of the best examples of the ideal balance between social responsibility and protecting the environment. Besides the already

mentioned awards, they have received national awards; (1) Thai Airways Kinare Award and (2) Thai Homestay Standard Award (Asker et al., 2010, p. 111; D. Buttree, personal communication, February 6, 2017).

### **3.3 Demographic and cultural analysis of community**

To the knowledge of the author little information is available in the literature about the island's demographic details. However, the following could be researched. The center of Koh Yao Noi is a village called Baan Ta Kai which is the liveliest part of the island where most of the shops, a hospital, a bank and a food market can be found. In total there are seven villages, and the majority of these are located in the south and east side of the island (Kankaew & Piyanamwanit, 2008; "Map of Koh Yao", 2016):

- Baan Ta Kai (main village),
- Baan Yai,
- Baan Nam Juerd,
- Baan Ta Khao,
- Baan Rim Talay,
- Baan Lam Yang,
- Baan Un Pao.

In total, the population of the island has reached 3248 people of which 1663 are men, and 1585 are women. Consequently, it can be stated that the population is distributed nearly equally concerning the gender. However, when it comes to religion, there is a clear tendency toward Islam religion. Over 95% of the populations belongs to this religious belief. During high season there are another 500–700 seasonal workers coming from all parts of Thailand (D. Buttree, personal communication, February 6, 2017; Kankaew & Piyanamwanit, 2008).

Cultural events on the island are mostly connected with the Islam religion. Every Friday they attend common prayer at one of the seven mosques on the island. During the fasting month of Ramadan, they are only allowed to eat and drink from sunset till sunrise, and thus night market during this time is very festive (D. Buttree, personal communication, February 6, 2017). Thai new year or Songkran is held on 13<sup>th</sup> of April each year. During this festival period there are some small events organized on the island, but not to the extent of the rest of Thailand (S. Siriluck, personal communication, February 4, 2017).

Sustainable tourism and respect to the local culture are a great value for the community of Koh Yao Noi. To ensure tourists are informed about the rules on the island locals made a sign in Thai and English language with a basic code of conduct where tourists are kindly asked to respect the rules and local culture so they can preserve their traditional way of

living (D. Buttree, personal communication, February 6, 2017; Kankaew & Piyanamwanit, 2008; S. Siriluck, personal communication, February 4, 2017):

- please dress properly and respect local customs and culture,
- no alcohol or drug allowed in the village,
- do not litter,
- do not take shells/corals from the beach or sea and do not destroy the environment.

### **3.4 Economic analysis of community**

The majority of the local population on the island is still committed to traditional forms of farming and crafting. Fishing, as well as fishing farms on a small scale, present the biggest part of the local economy. Most of the caught or bred fish are used and sold on the island, and the rest is mainly sold to Bangkok's high-end restaurants. At fishing farms, they also breed fish that are later sold to aquariums (e.g. Bangkok Siam Sea Life Ocean World). Unlike the modern methods of big fishing companies, the community of Koh Yai Noi is preserving its traditions, and therefore most of the fishing nets used are still hand made on the island. However, not only the commercial traditions of the sea are being kept but also the ones on the land. Local rice paddies are still managed mainly by hand and water buffalos. They also grow coconut palm trees to sell popular coconuts to tourists and hotels on the island. Another important part of the local economy are rubber tree plantations which are found all over the island (D. Buttree, personal communication, February 6, 2017).

Besides the traditional trade, tourism has become of great importance and vital source of income on the island. Many foreigners found their way to run small hotels and restaurants on the west side of the island and are opening work position in the service business also for locals. Many locals run small local shops or are offering services to the tourist such as laundry, ironing or bike renting (D. Buttree, personal communication, February 6, 2017).

CBT is an alternative way for locals to earn extra money that takes the pressure of the traditional farming. Extra income enables them to plan fishing and farming in a more sustainable and environmentally friendly way. There are 20 families connected to the community group. Their annual income has increased by about 10% on average due to the direct and indirect activities connected to the community tourism (D. Buttree, personal communication, February 6, 2017).

The community members contribute 10% of the income from direct CBT activities to their CBT group fund which is used to cover administration costs and to sponsor club marketing activities on the local and national level. Furthermore, they established community and environment fund, for which they collect a flat charge of 100 Thai Bhat (hereinafter:

THB), which is around 2.5 euros (hereinafter: EUR), per tourist/per visit. With this fund they are sponsoring, together with local administration; (1) school trips, (2) sports events, (3) mosque expenses and (4) environmental projects (D. Buttree, personal communication, February 6, 2017; CBT-N-CC, 2017).

It is a very homogenous community with regular meetings and basic rules well set. Nevertheless, they encounter challenges when it comes to English or any other foreign language. Only a few families speak English which makes it hard to distribute foreign tourists equally among the hosting families. Meaning, that families speaking English will have much higher income and a better chance for further development such as building bungalows and other facilities to accommodate even more guests (D. Buttree, personal communication, February 6, 2017; S. Siriluck, personal communication, February 4, 2017).

### 3.5 Analysis of tourist products offered by community

There are three possibilities to purchase the experience of CBT on Koh Yao Noi. Tourist can book their experience of CBT at (1) travel agents in Bangkok and Phuket personally or online. (2) The second option is to book via phone or email directly with the head of the community, which results in much lower price than the one booked by agent. (3) The third option is applicable to more flexible tourists, or ones that are staying for more nights, is to book directly on the island but extra activities might not be available the same or the next day (D. Buttree, personal communication, February 6, 2017). The following list (Table 4) is giving an overview of the duration of the stay and prices accordingly:

Table 4. Price list

Number of nights	Service	Price in THB / person
1 night	Breakfast	700
1 night	full board	1500
2 nights	full board	3000
3 nights	full board	4500

*Note.* 1 EUR is 36.9 THB, (Bloomberg, 18.4.2017).

Source: D. Buttree, personal communication, February 6, 2017.

For the guests that book their stay before arrival, a pick-up truck is organized to pick them at the pier and bring them directly to the community center. At the center, they meet with the head of community Mr. Buttree, who gives them a quick historical lecture about the island and the community. After the historical introduction tourists get transported to their host family. Their basic package includes breakfast or full board meals with the host family but is also possible to book overnight stay separately, without the food or extra

activities. In this case, the price has to be discussed directly with the head of the community. In Table 5 an overview of the activities tourists can take part of is presented (D. Buttrees, personal communication, February 6, 2017).

Table 5. List of tours and activities

Activity / Tour	Duration in hours	Price in THB / person
Cooking	1	free
Island tour	2	200
Fishing farm	4	200
Rubber tree plantation	1	free
Bicycle	24	150
Motorcycle	24	300
Kayak	8	500
Snorkeling	/	/
Diving	/	/
Rock climbing	/	/
Thai boxing	/	1000

Source: D. Buttrees, personal communication, February 6, 2017; S. Siriluck, personal communication, February 4, 2017.

One of the goals of CBT is the interaction between tourists and locals so that they can learn from each other. Community members, therefore, prepare interesting activities where tourist can learn about the environment and traditional way of living on the island. Cooking with the host family is the most popular activity among the tourists and is free of charge (D. Buttrees, personal communication, February 6, 2017).

Tourist can book an island tour with a pickup truck. It lasts for about two to three hours and has five main stops. First tourists can visit a workshop where local women are hand painting on textile. The tour continues with two stops on white sandy beaches and an additional stop at coconut farm, where tourist get introduced how coconuts are harvested and opened properly and are given the possibility to try it on their own. The tour finishes in the main village Baan Ta Kai on a local market where fresh food is traded in the evening. Moreover, there are some tourist shops and a convenient store called 7-eleven can be found in the main village (D. Buttrees, personal communication, February 6, 2017).

Tourist can also attend a boat tour to the fishing farms where they can feed the fish and get to know common species of Amadan sea. Part of this tour is a quick trip to neighbor island Koh Yao Yai on the south side of Koh Yao Noi. Another offered activity is a rubber tree plantation tour where tourist get informed about the tree and the process of producing rubber. Besides that tourists are given the option to rent a bicycle, motorcycle or kayak if they want to experience the secret sites of the island on their own (D. Buttrees, personal communication, February 6, 2017).

Other activities such as snorkeling, diving, rock climbing or Thai boxing are not offered by the community, but they do support their guests with the arrangements or are at least trying to find out about the contact of the responsible person offering the desired activity. (D. Buttrees, personal communication, February 6, 2017; S. Siriluck, personal communication, February 4, 2017).

### **3.6 Analysis of the tourism demand**

The island of Koh Yao Noi does not have any specific attraction. The reason why tourists want to visit the island is to avoid mass tourism hotspots nearby and to experience the untouched nature scenery with plenty of wildlife (D. Buttrees, personal communication, February 6, 2017).

During the past five years, the season related tourism gap has become smaller. High season lasts from December until April during the dry season on the island: The stable sunny weather is attracting more families and older travelers seeking for relaxing activities or sports. Tourism is gaining on the importance during low season which lasts from May until November. Most common visitors during low season are young backpackers who seek adventure and are not bothered by daily rain showers in exchange for a lower price. Besides one can observe the latest trend of international tourists arriving on the island to come after their profession. They are motivated by the attractive area and the improved infrastructure that allows them to work from aboard. Especially the development of the technology and high-speed internet has supported freelance photographers, bloggers or have any other travelers whose job enables them to work from a distance (S. Siriluck, personal communication, February 4, 2017).

The community Koh Yao Noi is averaging about ten tourists per week. More than 70% are an international tourist, and less than 30% are domestic. Most international tourists are coming from Germany, Netherlands, United States of America, Russia, Finland, France, and Sweden. The majority is traveling in small groups of 2–3 people and aged between 40 and 50 years. Domestic tourists are younger and are traveling in bigger groups of 15 to 20 people as they are commonly traveling with school groups or other associations from Thailand (D. Buttrees, personal communication, February 6, 2017).

The community is facing one main challenge which is a lack of data collection. They do not keep any track about the previous visits or any socio-demographic details about their former guests. As a consequence, the community is not able to create future plans or make any predictions as the main source of the reliable information is not existent.

## **4 METHODS AND HYPOTHESES**

In this chapter, the hypothesis and expected results will be presented. Furthermore, the questionnaire will be presented and explained in detail.

### **4.1 Hypotheses**

Jamal (2011) has proved in his research that in CBT a certain importance hierarchy can be found between dimensions of perceived value. Based on Jamal's research assumption was derived that tourists at Koh Yao Noi community satisfaction level will match Jamal's importance hierarchy. Based on the assumptions that have been concluded from the theoretical literature review, following hypothesis have been formed:

- HYPOTHESIS 1: Tourist's emotional perceived value is higher than perceived functional value (establishment).
- HYPOTHESIS 2: Tourist's emotional perceived value is higher than perceived functional value (Price).
- HYPOTHESIS 3: Tourist's experiential perceived value (host-guest interaction) is higher than perceived functional value (establishment).
- HYPOTHESIS 4: Tourist's experiential perceived value (host-guest interaction) is higher than perceived functional value (Price).
- HYPOTHESIS 5: Tourist's experiential perceived value (activity, culture, and knowledge) is higher than perceived functional value (establishment).
- HYPOTHESIS 6: Tourist's experiential perceived value (activity, culture, and knowledge) is higher than perceived functional value (price).

### **4.2 Questionnaire**

The questionnaire is divided into three parts (see Appendix A). The first part is intending to gain the information about the travel length, travel party and number of visits at different homestays. The second part is divided into five sections where each of these sections is focusing on one of the dimensions of the perceived value. The sections were ordered based on reliability test from Jamal's (2011) research of the perceived value dimension; (1) emotional value, (2) experiential value (host-guest interaction), (3) experiential value (activity, culture and knowledge), (4) functional value (establishment), (5) functional value (price). Each dimension had three to five items which are representing a specific factor based on theoretical analysis. Respondents were deciding based on a five-point Likert scale ranging from Strongly Disagree to Strongly Agree. The third part of the questionnaire is dedicated to capture demographic characteristics of the respondents.

Two Main articles are researching and describing effects of tourist's perceived value on CBT. Jamal (2011) proved that there are five different dimensions each consisting of various factors (Appendix B). Furthermore, the article of Rasoolimanesh (2016) confirmed Jamal's (2011) research and widened the range of possibly relevant factors in the analysis (Appendix C).

### **4.3 Methodology**

For analyzing the importance of each dimension the means of the items that are presenting one dimension were summated into new variable. Then the correlation between mean of each dimension and mean of total perceived value was calculated with Pearson correlation method.

The hypotheses were tested by comparing the means of two dimensions with the paired sample t test. Before the t-test could be run the assumption of normality was proven which was tested with the Kolmogorov-Smirnov (K-S) and Shapiro-Wilk (S-W) test.

### **4.4 Data collection**

Empirical research was done on the island of Koh Yao Noi at the local community from December of 2016 until February of 2017. The beginning of the dry season also presents the beginning of the high season for the local community and was the best time to reach the preferred sample size of 100 respondents. The sample size of 116 tourist respondents was taken, which represents around 22% of the yearly 520 guests visiting the community at Koh Yao Noi. Out of the 116 questionnaires, 101 were fully answered and analyzed. In some cases, during the surveying process, additional explanations were needed to fill the language gap or to interpret the questions correctly. Tourists have in most cases took part in the survey during the second day of their stay at breakfast or on the first day at the dinner if they have stayed only for one night.

More than half of relevant questionnaires – 55 (54.5%) were taken by women, the rest 46 (45.5%) of questionnaires were taken by man. The majority of respondents belong to the age group from 21–30 years (30%), followed by the group from 41–40 years (27%) and a group of 41–50 years (16%).

Most of the respondents were from Europe – 64 (63.4%). Out of all Europeans, 14 were from Germany (21.9%), followed by tourist from France (10.9%), Sweden (7.8%) and Netherlands (7.8%). Non-European visitors are mostly from United States of America (7.9%) and Russia (7.9%). In total tourist were coming from 27 different countries and five different continents.



## 5 DATA ANALYSIS

### 5.1 Traveling details

In the first part, tourists were asked for the information about the length of their stay, their travel partners and their previous visits to similar homestays. Travel party will be analyzed first, data are shown in Table 6.

Table 6. Travel party (N=101)

	Frequency	Percent (%)	Cumulative Percent (%)
<b>Alone</b>	17	16.8	16.8
<b>Spouse</b>	32	31.7	48.5
<b>Family members</b>	25	24.8	73.3
<b>Friends</b>	26	25.7	99.0
<b>Others</b>	1	1.0	100.0

The majority of the travelers is visiting the community at Koh Yao Noi with their spouse (31.7%) or friends (25.7%) and family (24.8%). Out of all respondents, 17 (16.8%) traveled alone, 64.7% of which were male. In Table 7, cross table between age and travel party is presented. It shows that respondents up to 20 years have in all cases (100%) traveled with their family members. In the age group from 21–30 years 56.7% of the respondents traveled with their friends. Furthermore, friends were the most common travel party as well in the group age from 31–40 years (33.3%). Within the age group from 41–50 years (36%) traveled with family members. Elderly respondents, older than 50 years, have in most cases traveled with their spouses.

Table 7. Cross table between age and travel party

			Travel Party					Total
			Alone	Spouse	Family members	Friends	Others	
<b>Age</b>	<= 10	Count	0	0	1	0	0	1
		% within Age	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
		% within Travel Party	0.0%	0.0%	4.0%	0.0%	0.0%	1.0%

\*table continues

Table 7. Cross table between age and travel party (\*cont.)

			Travel Party					Total
			Alone	Spouse	Family members	Friends	Others	
Age		% of Total	0.0%	0.0%	1.0%	0.0%	0.0%	1.0%
	11–20	Count	0	0	5	0	0	5
		% within Age	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
		% within Travel Party	0.0%	0.0%	20.0%	0.0%	0.0%	5.0%
		% of Total	0.0%	0.0%	5.0%	0.0%	0.0%	5.0%
	21–30	Count	5	5	3	17	0	30
		% within Age	16.7%	16.7%	10.0%	56.7%	0.0%	100.0%
		% within Travel Party	29.4%	15.6%	12.0%	65.4%	0.0%	29.7%
		% of Total	5.0%	5.0%	3.0%	16.8%	0.0%	29.7%
	31–40	Count	6	7	5	9	0	27
		% within Age	22.2%	25.9%	18.5%	33.3%	0.0%	100.0%
		% within Travel Party	35.3%	21.9%	20.0%	34.6%	0.0%	26.7%
		% of Total	5.9%	6.9%	5.0%	8.9%	0.0%	26.7%
	41–50	Count	4	5	9	0	1	19
		% within Age	21.1%	26.3%	47.4%	0.0%	5.3%	100.0%
		% within Travel Party	23.5%	15.6%	36.0%	0.0%	100.0%	18.8%
		% of Total	4.0%	5.0%	8.9%	0.0%	1.0%	18.8%
	51–60	Count	2	12	2	0	0	16
		% within Age	12.5%	75.0%	12.5%	0.0%	0.0%	100.0%
		% within Travel Party	11.8%	37.5%	8.0%	0.0%	0.0%	15.8%
		% of Total	2.0%	11.9%	2.0%	0.0%	0.0%	15.8%
	61+	Count	0	3	0	0	0	3
		% within Age	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
		% within Travel Party	0.0%	9.4%	0.0%	0.0%	0.0%	3.0%
		% of Total	0.0%	3.0%	5.0%	0.0%	0.0%	3.0%
	Total	Count	17	32	25	26	1	101
		% within Age	16.8%	31.7%	24.8%	25.7%	1.0%	100.0%
		% within Travel Party	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	16.8%	31.7%	24.8%	25.7%	1.0%	100.0%

In Table 8 the frequency of visits to a similar homestay is analyzed. For the most of the respondents (61.4%) this was their first homestay visit.

Table 8. Number of visits to the homestays (N=101).

	Frequency	Percent (%)	Cumulative Percent (%)
<b>First time</b>	62	61.4	61.4
<b>2–3 times</b>	33	32.7	94.1
<b>4 or more times</b>	6	5.9	100.0

Cross table analysis (Table 9) with age groups was made where is shown that for the majority of the respondents this was their first visit within all age groups. Respondents in the age group from 31–40 years had the most of 2–3 times repeated visits with 10.9% out of the total sample. The most common repeated visitors to homestays with four and more times were with 3% respondents of the age group from 21–30 years.

Table 9. Cross table between age and number of visits to a homestay

			Number of visits to the homestay			Total
			First time	2–3 times	4 or more times	
Age	<= 10	Count	1	0	0	1
		% within Age (Binned)	100.0%	0.0%	0.0%	100.0%
		% within Number of visits to the homestay	1.6%	0.0%	0.0%	1.0%
		% of Total	1.0%	0.0%	0.0%	1.0%
	11–20	Count	4	1	0	5
		% within Age (Binned)	80.0%	20.0%	0.0%	100.0%
		% within Number of visits to the homestay	6.5%	3.0%	0.0%	5.0%
		% of Total	4.0%	1.0%	0.0%	5.0%
	21–30	Count	21	6	3	30
		% within Age (Binned)	70.0%	20.0%	10.0%	100.0%
		% within Number of visits to the homestay	33.9%	18.2%	50.0%	29.7%
		% of Total	20.8%	5.9%	3.0%	29.7%
	31–40	Count	16	11	0	27
		% within Age (Binned)	59.3%	40.7%	0.0%	100.0%
		% within Number of visits to the homestay	25.8%	33.3%	0.0%	26.7%
		% of Total	15.8%	10.9%	0.0%	26.7%

\*table continues

Table 9. Cross table between age and number of visits to a homestay (\*cont.)

			Number of visits to the homestay			Total
			First time	2–3 times	4 or more times	
Age	41–50	Count	9	8	2	19
		% within Age (Binned)	47.4%	42.1%	10.5%	100.0%
		% within Number of visits to the homestay	14.5%	24.2%	33.3%	18.8%
		% of Total	8.9%	7.9%	2.0%	18.8%
	51–60	Count	9	6	1	16
		% within Age (Binned)	56.3%	37.5%	6.3%	100.0%
		% within Number of visits to the homestay	14.5%	18.2%	16.7%	15.8%
		% of Total	8.9%	5.9%	1.0%	15.8%
	61+	Count	2	1	0	3
		% within Age	66.7%	33.3%	0.0%	100.0%
		% within Number of visits to the homestay	3.2%	3.0%	0.0%	3.0%
		% of Total	2.0%	1.0%	0.0%	3.0%
Total		Count	62	33	6	101
		% within Age	61.4%	32.7%	5.9%	100.0%
		% within Number of visits to the homestay	100.0%	100.0%	100.0%	100.0%
		% of Total	61.4%	32.7%	5.9%	100.0%

Most of the respondents (61.4%) have stayed at least for two nights at the community of Koh Yao Noi. When staying for at least two nights, tourists can try and experience more activities that are usually not scheduled for one night visitors. For example cooking, fabric painting and fishing are usually done during the second and third day of the stay. The frequency of stays is shown in Table 10.

Table 10. Length of the stay (N=101)

	Frequency	Percent (%)	Cumulative Percent (%)
<b>1 night</b>	39	38.6	38.6
<b>2 nights</b>	44	43.6	82.2
<b>3 or more nights</b>	18	17.8	100.0

For one overnight stay has decided 39 (38.6%) of the respondents. In Table 11 a cross table between a number of nights and frequency of the homestay visits is shown. Out of 39 that have stayed one night 34 (87.2%) were first time staying at the homestay. Furthermore, 66.7% of the respondents that have visited similar homestay four times or more has stayed

3 or more nights at the community. Observing the results, we can see a pattern that higher the frequency of staying at homestay longer the stay.

Table 11. Cross table between length of stay and number of visits to a homestay

			Number of visits to the homestay			Total
			First time	2–3 times	4 or more times	
The length of stay	1 night	Count	34	5	0	39
		% within The length of stay	87.2%	12.8%	0.0%	100.0%
		% within Number of visits to the homestay	54.8%	15.2%	0.0%	38.6%
		% of Total	33.7%	5.0%	0.0%	38.6%
	2 nights	Count	22	20	2	44
		% within The length of stay	50.0%	45.5%	4.5%	100.0%
		% within Number of visits to the homestay	35.5%	60.6%	33.3%	43.6%
		% of Total	21.8%	19.8%	2.0%	43.6%
	3 or more nights	Count	6	8	4	18
		% within The length of stay	33.3%	44.4%	22.2%	100.0%
		% within Number of visits to the homestay	9.7%	24.2%	66.7%	17.8%
		% of Total	5.9%	7.9%	4.0%	17.8%
Total		Count	62	33	6	101
		% within The length of stay	61.4%	32.7%	5.9%	100.0%
		% within Number of visits to the homestay	100.0%	100.0%	100.0%	100.0%
		% of Total	61.4%	32.7%	5.9%	100.0%

## 5.2 Emotional perceived value

Table 12. Emotional dimension of perceived value – relative frequencies and descriptive statistics (N=101)

	$\bar{x}$	$\sigma$	1	2	3	4	5
It was memorable experience.	4.29	0.71	0%	1%	11.9%	44.6%	42.6%
My visit to this homestay was something that I enjoyed.	4.22	0.73	0%	1%	14.9%	45.5%	38.6%
Experiencing this homestay program was something relaxing.	4.22	0.69	0%	0%	14.9%	48.5%	36.6%
My homestay experience makes me feel like I am in another world.	4.15	0.78	0%	2%	17.8%	43.6%	36.6%
It was something new and different.	4.15	0.73	0%	1%	16.8%	48.5%	33.7%

The first set of items in the second part of the questionnaire is analyzing emotional dimension of perceived value. Five items are describing this dimension with which respondents could agree or disagree on the five-point Likert scale; with one denoting strongly disagree and five strongly agree. In Table 12 descriptive statistic results are presented;  $\bar{x}$ =mean,  $\sigma$ = standard deviation and relative frequencies of chosen answers.

Most of the respondents (80.2%,  $\bar{x}$ =4.14) agree to certain extent that experience at the community made them feel like they are in another world. Moreover, respondents strongly agree with other two novelty items of emotional value. 82.2% ( $\bar{x}$ =4.15) of the respondents agree that experience was new and different. Considering the fact that 38.6% of the respondents already stayed at the similar communities, the community of Koh Yao Noi managed to prepare a unique set of experience not only for the first time visitors but also for the visitors who are already familiar with community based tourism. The last item describing experience as memorable is just confirming (87.2% agrees,  $\bar{x}$ =4.29) that experience in novelty prospective was outstanding for the visitors. Hedonic part of emotional perceived value is analyzed with last two items. Respondents are agreeing that they have enjoyed (84.1%,  $\bar{x}$ =4.22) the experience and it was something relaxing (85.1%,  $\bar{x}$ =4.22).

The emotional dimension results of the perceived value (mean 4.2) have revealed that for the majority of the respondents their stay was highly enjoyable and relaxing, besides it was something different and exciting. Further analysis (see Table 13) compares the results within the respondent's age.

Table 13. Emotional dimension items by age groups (mean values; N=101)

	Age group					
	11–20	21–30	31–40	41–50	51–60	61=>
My homestay experience makes me feel like I am in another world.	4.2	4.2	4.3	3.9	4.0	4.7
It was something new and different.	4.2	4.3	3.9	4.3	4.2	4.3
It was memorable experience.	4.4	4.4	4.4	4.2	4.0	4.7
My visit to this homestay was something that I enjoyed.	4.2	4.5	4.2	4.1	4.1	4.3
Experiencing this homestay program was something relaxing.	4.0	4.5	4.1	4.3	3.8	4.3

The results show that respondents from all age groups agree on all the items on a similar level. Accordingly, we can assume that experience on an emotional level is well balanced and appropriate for all the age groups.

### 5.3 Experiential perceived value (host-guest interaction)

The second set of items in the second part of the questionnaire is analyzing experiential dimension of perceived value (host-guest interaction). Five items are describing this dimension with which respondents could agree or disagree on the five-point Likert scale. In Table 14 descriptive statistic results are presented;  $\bar{x}$ =mean,  $\sigma$ = standard deviation and relative frequencies of chosen answers.

Table 14. Experiential perceived value (host-guest interaction) – relative frequencies and descriptive statistics (N=101)

	$\bar{x}$	$\sigma$	1	2	3	4	5
The host family members were friendly.	4.21	0.80	0%	3%	14.9%	40.6%	41.6%
They made me feel comfortable.	4.21	0.82	0%	2%	18.8%	35.6%	43.6%
They tried to help me as much as they could.	4.11	0.79	0%	3%	16.8%	46.5%	33.7%
I had good relationship with my host family members	4.11	0.73	0%	2%	15.8%	51.5%	30.7%
They were very accommodating.	3.92	0.76	0%	2%	26.7%	48.5%	22.8%

The majority of the respondents (82.2%) agree with the statement that their host family members were friendly. Host families are trying to make the tourist feel welcome and as comfortable as possible. Accordingly, they offer tourists welcome snacks and in some cases a welcome tea or fresh coconut juice. Moreover, they offer tourist all sorts of help when it comes to organizing their activities or just by letting them participate in their everyday routine (D. Buttrees, personal communication, February 6, 2017). Consequently, 79.2% of the respondents felt comfortable and 80.2% agree that family members tried to help them. Besides, respondents agreed that family members were accommodating, but the mean result (3.92) was the lowest out of five items that describe experiential value host-guest interaction. Overall, the majority of the respondents (82.2%) had a good relationship with the host family members.

Table 15. Experiential dimension host-guest interaction items by age groups (mean values)

	Age group					
	11–20	21–30	31–40	41–50	51–60	61=>
The host family members were friendly.	4.2	4.2	4.1	4.2	4.0	4.2
They made me feel comfortable.	4.4	4.3	4.0	4.2	4.3	4.3
They tried to help me as much as they could.	4.2	4.3	4.0	4.0	4.3	4.1
They were very accommodating.	3.6	4.0	4.0	3.9	3.9	3.7
I had good relationship with my host family members	4.2	4.2	4.0	4.1	4.2	4.3

The results of the experiential dimension host-guest interaction (mean 4.1) revealed that tourists positively evaluated their relationship with the host family. Further analysis (see Table 15) compares the results within the respondent's age.

The results show that respondents from all age groups agree on all the items on a similar level. Accordingly, we can assume that experience on host-guest interaction is well balanced within all age groups.

#### 5.4 Experiential perceived value (activity, culture, and knowledge)

The third set of items in the second part of the questionnaire is analyzing experiential dimension of perceived value (activity, culture, and knowledge). Five items are describing this dimension with which respondents could agree or disagree on the five-point Likert scale. Three out of five items were considered in the analysis due to the lack of the cultural orientated performances or festivals and events celebrated during the survey period. Accordingly, the two items bellow were not analyzed:

- The traditional-oriented activities by the participating villagers were enjoyable.
- The festival and events celebrated add knowledge on cultural differences.

In Table 16 descriptive statistic results for the remaining three items are presented;  $\bar{x}$ =mean,  $\sigma$ = standard deviation and relative frequencies of chosen answers.

Table 16. Experiential perceived value (activity, culture, and knowledge) – relative frequencies and descriptive statistics (N=101)

	$\bar{x}$	$\sigma$	1	2	3	4	5
I gained new knowledge from this homestay visit.	4.25	0.75	0%	1%	15.8%	40.6%	42.6%
The traditional-oriented activities by the participating villagers were enjoyable.	4.17	0.72	0%	2%	12.9%	51.5%	33.7%
The excursion around the village is informational.	4.02	0.66	0%	1%	17.8%	59.4%	21.8%

The main goal of CBT is that visitors participate in traditional activities and learn about local's traditional way of living (Jamal et al., 2011). On Koh Yao Noi most of the visitors participate on the island tour where they visit a local workshop where women are hand painting on the textile. They can participate in the workshop and experience the tradition that goes from generation to generation. Besides, tourists visit a coconut farm and can observe locals working in the rice paddies (D. Buttrees, personal communication, February 6, 2017). Most of the respondents agree 85.2% that traditional orientated activities were enjoyable. Furthermore, 81.2% of the respondents found the village excursion



informational and 83.2% of the respondents agree with the statement that they have gained new knowledge.

The results of the experiential dimension (activity, culture, and knowledge) (mean 4.1) suggest that tourists positively evaluated their relationship with the host family. Further analysis (see Table 17) compares the results within the respondent's age.

Age group from 41–50 years do not agree as strongly to the item about gaining the knowledge as other age groups. Besides, respondents from all age groups agree on all other items on a similar level. Accordingly, we can assume that experiential dimension (activity, culture, and knowledge) is well balanced within all age groups.

Table 17. Experiential dimension (activity, culture, and knowledge) items by age groups (mean values; N=101)

	Age group					
	11–20	21–30	31–40	41–50	51–60	61=>
The traditional-oriented activities by the participating villagers were enjoyable.	4.4	4.2	4.1	4.2	4.1	4.3
The excursion around the village is informational.	4.0	4.1	3.9	4.0	4.0	4.7
I gained new knowledge from this homestay visit.	4.4	4.5	4.1	3.8	4.3	4.7

## 5.5 Functional perceived value (establishment)

The fourth set of items in the second part of the questionnaire is analyzing functional dimension of perceived value (establishment). Five items are describing this dimension with which respondents could agree or disagree on the five-point Likert scale. In Table 18 descriptive statistic results are presented;  $\bar{x}$ =mean,  $\sigma$ = standard deviation and relative frequencies of chosen answers.

Table 18. Functional perceived value (establishment) – relative frequencies and descriptive statistics (N=101)

	$\bar{x}$	$\Sigma$	1	2	3	4	5
Homestay village was accessible.	4.22	0.66	0%	0%	12.8%	52.5%	34.7%
The surrounding area was quiet and peaceful.	4.16	0.67	0%	0%	15.8%	52.5%	31.7%
The house was cozy and comfortable.	4.02	0.65	0%	2%	13.9%	64.4%	19.8%
The traditional composition was uncommon and appealing.	4.01	0.69	0%	2%	16.8%	59.4%	21.8%
The house was neat and clean.	3.82	0.75	0%	1%	32.7%	48.5%	17.8%

The accommodation house setting at community Koh Yao Noi is very traditional and basic. International tourists are mostly accommodated at the bungalows' owned by the head of the community Buttrees (personal communication, February 6, 2017). Ensuite

bungalows have running water, electricity and are equipped with a double bed covered by a mosquito net. For tourist's comfort, there is a mini fridge, a fan and a TV in the room. More than 84% of the respondents found house cozy and comfortable. Rooms are usually not cleaned during the stay but only afterward. Bungalows are simple wooden houses evaluated from the floor but with small openings for fresh air where animals can enter the room. Consequently, the biggest problem when it comes to cleanliness are small insects that find their way to the house, seeking shadow and water in the bathroom. The majority of the respondents (66.3%) agree that house was clean and net, but this item got the lowest result (mean 3.82) in functional perceived value establishment dimension. The respondents found (81.2%) traditional composition uncommon and appealing. Furthermore, respondents agree that the surrounding area was quiet and peaceful (84.2%) and that the homestay village was accessible (87.2%).

The results of the functional dimension (establishment) (mean 4) suggest that tourists positively evaluated the homestay accommodation and its surroundings. Further analysis (see Table 19) compares the results within the respondent's age.

Table 19. Functional dimension (establishment) items by age groups (mean values; N=101)

	Age group					
	11–20	21–30	31–40	41–50	51–60	61=>
The house was cozy and comfortable.	4.2	4.3	3.9	3.8	4.0	4.0
The house was neat and clean.	4.0	4.1	3.8	3.4	3.6	4.0
The traditional composition was uncommon and appealing.	3.6	4.3	3.9	4.0	4.0	4.0
The surrounding area was quiet and peaceful.	4.6	4.3	4.2	4.0	4.1	4.3
Homestay village was accessible.	4.2	4.4	4.3	4.0	4.2	4.0

The results suggest that respondents between 41 and 60 years are more sensible to the comfort and cleanliness of the accommodation. Besides, respondents from all age groups agree on all other items on a similar level. Accordingly, we can assume that functional dimension (establishment) is well balanced within all age groups.

## 5.6 Functional perceived value (price)

The fifth set of items in the second part of the questionnaire is analyzing functional dimension of perceived value (price). Four items are describing this dimension with which respondents could agree or disagree on the five-point Likert scale. In Table 20 descriptive statistic results are presented;  $\bar{x}$ =mean,  $\sigma$ = standard deviation and relative frequencies of chosen answers.

Table 20. Functional perceived value (price) – relative frequencies and descriptive statistics (N=101)

	$\bar{x}$	$\sigma$	1	2	3	4	5
The overall homestay experience offer value for money.	4.09	0.72	0%	3%	12.9%	56.4%	27.7%
The local products were available were reasonably priced.	4.09	0.78	0%	3%	16.8%	48.5%	31.7%
The homestay program is economical holiday package.	4.00	0.72	0%	2%	19.8%	54.5%	23.8%
The handcrafts sold were fairly priced.	3.93	0.68	0%	2%	20.8%	59.4%	17.8%

Homestay accommodation is one of the cheapest accommodations on the island. Tourists spend most of their day exploring the island and learning about the traditional way of living. Consequently, they do not expect a luxury room but a basic clean room. (D. Buttree, personal communication, February 6, 2017). Results suggest that 84.1% of respondents agree their homestay experience has offered value for money. Furthermore, 78.3% of the respondents agree homestay is an economical holiday package. Local products and other imported products are a bit more expensive than on the continent due to the transportation costs of the equipment and raw materials. However, 80.2% of respondents agree products are reasonably priced. Apart from hand-painted textile paintings, tourists can buy locally made bracelets and necklaces which are fairly priced according to the respondent's opinion (77.2%).

The results of the functional dimension (price) (mean 4) suggests that tourists positively evaluated the homestay pricing. Further analysis (Table 21) compares the results within the respondent's age.

Table 21. Functional dimension (price) items by age groups (mean values; N=101)

	Age group					
	11–20	21–30	31–40	41–50	51–60	61=>
The overall homestay experience offer value for money.	4.2	4.1	4.2	4.0	4.1	4.0
The homestay program is economical holiday package.	4.0	4.0	4.0	3.9	4.0	4.3
The local products were available were reasonably priced.	4.2	4.1	4.1	4.1	3.9	4.0
The handcrafts sold were fairly priced.	4.4	3.8	4.0	4.0	3.8	4.0

The results suggest that respondents from all age groups agree on all the four items on a similar level. Accordingly, we can assume that pricing is well balanced considering all age groups.

## 5.7 Perceived value dimensions' importance analysis

The importance of each dimension is analyzed with the correlation between the total perceived value and each dimension. Jamal's et al. (2011) indicate in their research that the emotional and the experiential aspects of the value were more important than the functional dimensions in the CBT. Their research was consistent with previous studies of perceived value in tourism experience (Duman & Mattila, 2005; Gallarza & Saura, 2006). In the table below (Table 22) individual perceived value dimensions are presented with the correlation coefficient in dependence on the total value based on Jamal's et al. (2011) research.

Table 22. The perceived value dimensions and correlation coefficients (N=353)

Dimensions	Number of variables	Correlation coefficient (r)
Emotional Value	4	0.55
Experiential value (activity, culture, knowledge)	5	0.53
Experiential value (host-guest interaction)	5	0.50
Functional value (establishment)	3	0.46
Functional value (price)	3	0.43

Source: S. A. Jamal et al., *Tourist perceived value in a community-based homestay visit: An investigation into the functional and experiential aspect of value*, 2011, p. 12.

Correlation between the total value and each dimension was analyzed in the case of Koh Yao Noi in the Table 23 with the Pearson correlation test. All the correlations were significant at significance level 0.01.

Table 23. The perceived value dimensions and correlation coefficients (N=101)

Dimensions	Number of variables	Correlation coefficient (r)
Emotional Value	5	0.784
Experiential value (host-guest interaction)	5	0.766
Experiential value (activity, culture, knowledge)	3	0.727
Functional value (establishment)	5	0.700
Functional value (price)	4	0.678

The analysis results from Koh Yao Noi are consistent with Jamal's et al. (2011) research on communities in Malaysia. The only difference is that respondents on Koh Yao Noi valued experiential dimension Host-guest interaction higher than experiential dimensions (activity, culture, knowledge). Both analyses suggest that tourists in CBT perceive emotional and experiential dimensions higher than the functional dimension of the perceived value.

Correlation coefficients suggest that correlation between total perceived value and each individual dimension is strong and positive. The strongest is (1) emotional value dimension ( $r=0.784$ ) followed by (2) experiential value dimension (host-guest interaction) ( $r=0.766$ ), (3) experiential value dimension (activity, culture, knowledge) ( $r=0.727$ ), (4) functional value dimension (establishment) ( $r=0.700$ ) and (5) functional value dimension (price) ( $r=0.678$ ).

## 5.8 Hypothesis testing

The hypotheses will be tested by comparing the means of two dimensions with the paired sample t test. Before the t-test can be run the assumption of normality has to be proven what will be tested with the Kolmogorov-Smirnov (K-S) and Shapiro-Wilk (S-W) test.

### 5.8.1 Hypothesis 1

For the purpose of testing the hypothesis 1: Tourist's emotional perceived value is higher than perceived functional value (establishment), means of both variables will be analyzed. Mean value of emotional perceived value is 4.2 and is higher than functional perceived value (establishment) which is 4.0.

Before the paired sample t-test can be run, the assumption of normality has to be confirmed. For that purpose, the new variable was made "differenceH1" as a difference between the two analyzed variables and normal distribution was tested. As per Table 24, K-S test is significant indicating that the distribution is not normal. However, S-W test is not significant at level  $p=0.083$  which confirms the normality of the analyzed variable. For the visual purpose, the normal distribution is presented with a histogram of the analyzed variable (Appendix D).

Table 24. Test of normality

Kolmogorov-Smirnov			Shapiro-Wilk		
Statistic	df	Sig.	Statistic	df	Sig.
0.115	101	0.002	0.978	101	0.083

Table 25. Hypothesis 1: descriptive statistics and t-test

N	Mean	Standard deviation	Standard error mean	t value	p
101	0.158	0.639	0.064s	2.492	0.014

The paired t-test (Table 25) will evaluate if the results are significant and applicable to the entire population. T value is 2.492 and is statistically significant at level  $p=0.014$  which

mean that tourists' perceived emotional value is higher than perceived functional value (establishment) on the Koh Yoa Noi case. Accordingly, hypothesis 1 is confirmed.

### 5.8.2 Hypothesis 2

For the purpose of testing the hypothesis 2: Tourist's emotional perceived value is higher than perceived functional value (price), means of both variables will be analyzed. Mean value of emotional perceived value is 4.2 and is higher than functional perceived value (price) which is 4.0.

To confirm normality new variable was made "differenceH2" as a difference between the two analyzed variables and normal distribution was tested. As per Table 26, K-S test is not significant at level  $p=0.072$ , and S-W test is not significant at level  $p=0.058$  which confirm the normality of the analyzed variable. For the visual purpose, the normal distribution is presented with a histogram of the analyzed variable (Appendix E).

Table 26. Test of normality

Kolmogorov-Smirnov			Shapiro-Wilk		
Statistic	df	Sig.	Statistic	df	Sig.
0.085	101	0.072	0.976	101	0.058

Results of the paired t-test are presented in Table 27. T value is 2.792 and is statistically significant at level  $p=0.006$  which mean that tourists' perceived emotional value is higher than perceived functional value (price) on the Koh Yoa Noi case. Accordingly, hypothesis 2 is confirmed.

Table 27. Hypothesis 2: descriptive statistics and t-test

N	Mean	Standard deviation	Standard error mean	t value	p
101	0.177	0.636	0.064	2.792	0.006

### 5.8.3 Hypothesis 3

The hypothesis 3 states: Tourist's experiential perceived value (host-guest interaction) is higher than perceived functional value (establishment). Analyzed means suggest that experiential perceived value (host-guest interaction) ( $\bar{x}=4.1$ ) is higher than functional perceived value (establishment) ( $\bar{x}=4.0$ ).

To confirm normality new variable was made "differenceH3" as a difference between the two analyzed variables and normal distribution was tested. As per Table 28, K-S test is significant at level  $p=0.005$  and does not confirm the normality. However, S-W test is not

significant at level  $p=0.131$  which confirm the normality of the analyzed variable. For the visual purpose, the normal distribution is presented with a histogram of the analyzed variable (Appendix F).

Table 28. Test of normality

Kolmogorov-Smirnov			Shapiro-Wilk		
Statistic	df	Sig.	Statistic	df	Sig.
0.108	101	0.005	0.980	101	0.131

Results of the paired t-test are presented in Table 29. T value is 0.894 and is statistically not significant ( $p=0.374$ ) which means that tourists' perceived experiential value (host-guest interaction) is not significantly higher than perceived functional value (establishment) on the Koh Yoa Noi case. Accordingly, hypothesis 3 is rejected.

Table 29. Hypothesis 3: descriptive statistics and t-test

N	Mean	Standard deviation	Standard error mean	t value	p
101	0.065	0.735	0.073	0.894	0.374

#### 5.8.4 Hypothesis 4

The hypothesis 4 states: Tourist's experiential perceived value (host-guest interaction) is higher than perceived functional value (Price). Analyzed means suggest that experiential perceived value (host-guest interaction) ( $\bar{x}=4.1$ ) is higher than functional perceived value (price) ( $\bar{x}=4.0$ ).

To confirm normality new variable was made "differenceH4" as a difference between the two analyzed variables and normal distribution was tested. Table 30 suggests K-S test is not significant ( $p=0.200$ ), and S-W test is not significant ( $p=0.515$ ) thus normality of analyzed variable can be confirmed. For the visual purpose, the normal distribution is presented with a histogram of the analyzed variable (Appendix G).

Table 30. Test of normality

Kolmogorov-Smirnov			Shapiro-Wilk		
Statistic	df	Sig.	Statistic	Df	Sig.
0.064	101	0.200	0.988	101	0.515

Results of the paired t-test are presented in Table 31. T value is 1.151 and is statistically not significant ( $p=0.253$ ) which means that tourists' perceived experiential value (host-guest interaction) is not significantly higher than perceived functional value (price) on the Koh Yoa Noi case. Accordingly, hypothesis 4 is rejected.

Table 31. Hypothesis 4: descriptive statistics and t-test

N	Mean	Standard deviation	Standard error mean	t value	p
101	0.084	0.731	0.073	1.151	0.253

### 5.8.5 Hypothesis 5

Tourist's experiential perceived value (activity, culture, and knowledge) is higher than perceived functional value (establishment), is the hypothesis 5. Analyzed means suggest that experiential perceived value (activity, culture, and knowledge) ( $\bar{x}=4.1$ ) is higher than functional perceived value (establishment) ( $\bar{x}=4.0$ ).

To confirm normality new variable was made "differenceH5" as a difference between the two analyzed variables. As per Table 32, K-S test is not significant ( $p=0.061$ ), and S-W test is not significant ( $p=0.585$ ) therefore normality of analyzed variable can be confirmed. For the visual purpose, normality is presented with a histogram (Appendix H).

Table 32. Test of normality

Kolmogorov-Smirnov			Shapiro-Wilk		
Statistic	df	Sig.	Statistic	Df	Sig.
0.086	101	0.061	0.989	101	0.585

Results of the paired t-test are presented in Table 33. T value is 1.699 and is statistically not significant ( $p=0.092$ ) which means that tourists' perceived experiential value (activity, culture, and knowledge) is not significantly higher than perceived functional value (establishment) on the Koh Yoa Noi case. Accordingly, hypothesis 5 is rejected.

Table 33. Hypothesis 5: descriptive statistics and t-test

N	Mean	Standard deviation	Standard error mean	t value	p
101	0.0997	0.590	0.059	1.699	0.092

### 5.8.6 Hypothesis 6

The hypothesis 6 states: Tourist's experiential perceived value (activity, culture, and knowledge) is higher than perceived functional value (price). Analyzed means suggest that experiential perceived value (activity, culture, and knowledge) ( $\bar{x}=4.1$ ) is higher than functional perceived value (price) ( $\bar{x}=4.0$ ).

To confirm normality new variable was made "differenceH6" as a difference between the two analyzed variables. As per Table 34, K-S test is not significant ( $p=0.059$ ) thus



normality of analyzed variable can be confirmed. For the visual purpose, normality is presented with a histogram (Appendix I).

Table 34. Test of normality

Kolmogorov-Smirnov			Shapiro-Wilk		
Statistic	Df	Sig.	Statistic	df	Sig.
0.087	101	0.059	0.973	101	0.038

Results of the paired t-test are presented in Table 35. T value is 1.692 and is statistically not significant ( $p=0.094$ ) which means that tourists' perceived experiential value (activity, culture, and knowledge) is not significantly higher than perceived functional value (price) on the Koh Yao Noi case. Accordingly, hypothesis 6 is rejected.

Table 35. Hypothesis 6: descriptive statistics and t-test

N	Mean	Standard deviation	Standard error mean	t value	p
101	0.118	0.700	0.070	1.692	0.094

## 6 DISCUSSION

In this chapter planning, implementation and operation process of Koh Yao Noi community will be analyzed and compared to the literature. Hereinafter, the results of satisfaction and importance level of the perceived value will be compared to the literature. Moreover, based on all the above strategic guidelines for CBT on Koh Yao Noi will be created.

CBT on Koh Yao Noi is run by a heterogeneous community where individuals pursue their goals and strive for the success of community projects. As authors emphasize (Moscardo, 2008; Suansri, 2003) community capacity is a precondition for a successful community. On Koh Yao Noi community capacity designed in the early 1990s with the help of organization REST. Buttrees (personal communication, February 6, 2017) explained that in the course of 30 years skills of community members improved drastically in all areas of the community engagement, but the commitment level to the shared goals has dropped in the last 10 years. Apart from still being as an example of good practice in CBT due to their past success, a community of Koh Yao Noi did not archive any notable tourism development results in the past 10 years.

Considering four elements of CBT suggested by Suansri (2003), the community is achieving great results when it comes to the first element of preserving nature and natural resources. In order to sustain the sea life and biodiversity, their main source of fish comes from fish farms. Since they sell the only small amount of fish, they compensate missing

income from the tourism receipts. Besides, getting an extra income and reduce the intensity of fishing they manage to educate the visitors about the wild life on the island and how to help them protect it. As one of the activities visitors can choose to help clean and replant the mangrove forest which helps to sustain biodiversity in the sea and on the island.

The community has a well-established vision which is not too focused on the tourism development and has not changed since the beginning. The community vision is mainly focused on the environment preservation. Therefore, funds that are collected for community projects are mostly going to environment preservation, education and religion purpose. When it comes to tourism development community does not have any short or long-term plans. Moreover, they do not keep track of past visitors. Their main marketing tool is word of mouth recommendations. Based on the interviews (D. Buttrees, personal communication, February 6, 2017; S. Siriluck, personal communication, February 4, 2017), it seems that they are satisfied with the current extra income from tourism that is allowing them to fulfill community goals and does not disturb their traditional way of life.

The community has established a clear management structure, and the economic benefits are distributed equally. However, the only challenge when it comes to the economic benefits is a lack of English knowledge that results in a not even distribution of the tourists among the host families. Buttrees (personal communication, February 6, 2017) suggests that visitors who want to visit families that do not understand and speak English pay for an interpreter, but in practice that means higher price and consequently less demand for it.

The fourth element of the CBT is the mutual learning between the host and the visitor. On Koh Yao Noi locals put much effort to present their culture and environmental challenges to the visitors while they are trying to improve their languages skills when communicating with the visitors. The respondents agree that they have gained new knowledge while staying with the host family. Moreover, the majority agrees that excursion around the village was informational. By sharing the knowledge and information about their challenges, the community was able to get the attention of the government when they were seeking help in the fight against illegal fishing that was endangering their main source of food. That being said, CBT was proven as a successful tool for gaining attention about environmental issue and enforcing the solution with the changed legislation.

Considering the concept of the perceived value, research results suggest that importance of individual value dimension is in line with previous research (Jamal et al., 2011; Rasoolimanesh et al., 2016) done in the cases of similar CBT communities. An experiential and emotional aspect of perceived value is more important to the visitor than a functional aspect of the perceived value. Thus community members should focus to make the experience fun, memorable, always add something new and keep on with traditional events. In the Koh Yao Noi community, there is a lack of traditional events. Therefore,

their focus is on traditional activities such as farming and fishing which are adding a great value to the unique visitors' experience.

Actual satisfaction results of each dimension were consistent with the importance hierarchy. However, only the Emotional perceived value was significantly higher than functional dimension (price) and functional value (establishment). The other four hypotheses were rejected as experiential dimensions were not significantly higher than functional dimensions. The reason could be in lack of traditional events and festivals or simply because the functional value variables were highly satisfying as well. The important lesson for the community is, as Jamal et al. (2011) wrote in their research, that not only functional dimension matter but emotional and experiential as well. Therefore, it is extremely important that community understands these value dimensions and uses this knowledge when creating the plan for the tourism product.

The community of Koh Yao Noi is well established community. However strategic guidelines are necessary for further development of the community and new goals are necessary for long term survival. The first and most important step is to reevaluate the community capacity in order to check what the community interests are and what the commitment level is in order to establish new goals. Once goals and vision are set, community would need to prepare a plan how to achieve them. The community has to take into the account the importance of different dimensions of perceived value in order to prepare a quality experience for the visitor and successful positioning and marketing strategy. Because experiential and emotional dimensions of perceived value were shown to be the main source of value, the community should focus to base their CBT product on emotional and experiential aspects. The third step is to keep the track of previous visitors and their stay details. Only this way community will be able to correctly analyze their customers, forecast the future demand and correctly adjust their marketing strategy. The last step is to reevaluate the development process and the success rate of achieving the goals regularly, on pre-agreed time period.

Considering the falling commitment levels on Koh Yoa Noi and critics of the CBT emphasized by Blackstock (2005), Koh Yao Noi community is endangered that new generations of locals develop negative perception of tourism due to low motivation and lack of future development goals. Furthermore, as more young people will chase higher life standard on the main land there is higher possibility that foreign capital will gain higher control of the island that can lead to mass tourism and the negative impacts that are brought with.

## CONCLUSION

This thesis took a multidimensional approach to the perceived value and evaluated the influence of emotional, experiential and functional value dimensions in the CBT of Koh Yao Noi context. The research results and the literature review suggests that experiential and emotional value dimensions are very important to the visitors and are consequently affecting variables such as satisfaction and behavioral intention.

With the results of the research, conclusion can be made that emotional value is high and therefore coincides with its importance. Improvements could be made on the experiential level as the experiential value dimensions are not significantly higher than functional dimensions even though they are more important to the visitors. Besides, the community should reevaluate their community capacity and set new long-term goals. Not only this would help with the community development but also improve the visitors' experience.

CBT in this case proved as a successful development tool for a community that is facing challenges. Communities that are part of paradise islands are even more fragile as there is always foreign capital waiting for opportunity to use natural resources while not considering the negative consequences. While CBT might be a good tool for beginning development it might face challenges in the next steps. Koh Yao Noi community is past the successful beginning steps and is facing the challenge of changing the generation. In order to keep young to participate in the community they need empowerment and new plans. The whole community on this stage will have to consider tourism from more business perspective which will allow next generation not only to preserve the nature and their culture but also compete with the foreign capital. In case community will fail to do so, foreign capital might take over as more young people are deciding to leave the island pursuing their personal goals.

The results and findings of this thesis are based on CBT and therefore cannot be generalized across other tourism services. Another limitation is Asian cultural influence which is very specific. Therefore, findings might not be in line with other research done on communities in developed countries. Considering the future research, the consequences of tourists' perceived value in relationship to the future behavioral intentions should be considered.

To conclude, the community of Koh Yao Noi is well organized and can with recognitions of their weaknesses and future threats enable further sustainable development. However, if the problems will not be addressed in the near future, they can expect stagnation of the development process or even degradation. The unique natural heritage, location and sustainable source of food can offer all the necessary for the local population, but all depends on the planning and implementation of future plans.

## REFERENCE LIST

1. Asker, S., Bronyak, L., & Mansor, I. (2010). *Effective Community Based Tourism: A Best Practice Manual*. Sydney: Sustainable Tourism Cooperative Research Centre.
2. Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal of consumer research*, 20(4), 644–656.
3. Berlyne, D. E. (1950). Novelty and curiosity as determinants of exploratory behavior. *British Journal of Psychology*, 41(1/2), 68–80.
4. Blackstock, K. (2005). A critical look at community based tourism. *Community Development Journal*, 40(1), 39–49.
5. Blank, U. (1989). *The community tourism industry imperative: The necessity, the opportunities, its potential*. Minnesota: Venture.
6. Bloomberg (2017). *Exchange Rate EUR-THB*. Retrieved April 18, 2017, from <https://www.bloomberg.com/quote/EURTHB:CUR>.
7. Carbone, L. P., & Haeckel, S. H. (1994). Engineering customer experiences. *Marketing Management*, 3(3), 8–19.
8. CBT-N-CC. *Community Based Tourism: Koh Yao Noi Community*. Retrieved April 15, 2017, from [http://cbtnetwork.org/?page\\_id=51](http://cbtnetwork.org/?page_id=51).
9. Choi, H. C., & Sirakaya, E. (2006). Sustainability indicators for managing community tourism. *Tourism Management*, 27(6), 1274–1289.
10. Dodds, W. B. (1991). In search of value: How price and store name information influence buyers' product perceptions. *Journal of Consumer Marketing*, 8(2), 15–24.
11. Dodds, W. B., & Monroe, K. B. (1985). The Effect of Brand and Price Information on Subjective Product Evaluations. *Advances in Consumer Research*, 12(1), 85–90.
12. Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3), 307–319.
13. Duman, T., & Mattila, A. S. (2005). The role of affective factors on perceived cruise vacation value. *Tourism Management*, 26(3), 311–323.
14. Gallarza, M. G., & Saura, I. G. (2006). Value dimensions, perceived value, satisfaction and loyalty: an investigation of university students' travel behaviour. *Tourism Management*, 27(1), 437–452.
15. Gutman, J. (1982). A Means-End Chain Model Based on Consumer Categorization Processes. *Journal of Marketing*, 46(2), 60–72.
16. Hall, J., Robertson, N., & Shaw, M. (2001). An Investigation of Perceived value and Consumable goods. *AP - Asia Pacific advances in consumer research*, 4(1), 350–354.
17. Hartman, R. S., Plochmann, G. K., & Weiss, P. (1967). *The structure of value: Foundations of scientific axiology*. Carbondale: Southern Illinois Press.

18. Holbrook, M., Rust, R. T., & Oliver, R. L. (1994). *The Nature of Customer's Value: An Axiology of Service in Consumption Experience // Service quality: New directions in theory and practice*. London: Sage Publications.
19. Holbrook, M. B. (1996). Customer Value - A Framework for Analysis and Research. *Advances in Consumer Research*, 23(1), 132–140.
20. Holbrook, M. B., & Hirschman, E. C. (1982). The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *Journal of consumer research*, 9(2), 132–140.
21. Jamal, S. A., Othman, N., Maheran, N., & Muhammad, N. (2011). Tourist perceived value in a community-based homestay visit: An investigation into the functional and experiential aspect of value. *Journal of Vacation Marketing*, 17(1), 5–15.
22. Kankaew, S., & Piyanamwanit, B. (2008). *Koh Yao Directory*. s.l.
23. Kleiber, D. A., & Mannell, R. C. (1997). *A Social Psychology of Leisure*. Urbana: Venture Publishing, Inc.
24. Kontogeorgopoulos, N. (2014). Conventional Tourism and Ecotourism in Phuket, Thailand: Conflicting Paradigms or Symbiotic Partners? *Journal of Ecotourism*, 3(2).
25. Lemmink, J., Ruyter, K. de, & Wetzels, M. (1998). The role of value in the delivery process of hospitality services. *Journal of Economic Psychology*, 19(2), 159–177.
26. *Map of Koh Yao* (12th ed.) (2016). s.l.: Pakorn Photo Classic.
27. Mathwick, C., Malhotra, N., & Rigdon, E. (2001). Experiential value: Conceptualization, measurement and application in the catalog and Internet shopping environment. *Journal of Retailing*, 77(1), 39–56.
28. Meteoblue. *Climate Koh Yao Noi*. Retrieved April 08, 2017, from Meteoblue: [https://www.meteoblue.com/en/weather/forecast/modelclimate/koh-yao-noi\\_thailand\\_7535466](https://www.meteoblue.com/en/weather/forecast/modelclimate/koh-yao-noi_thailand_7535466).
29. Monroe, K. B. (1979). *Pricing: Making profitable decisions*. Boston: McGraw-Hill/Irwin.
30. Monroe, K. B. (1990). *Pricing: Making profitable decisions*. Boston: McGraw-Hill/Irwin.
31. Monroe, K. B., & Chapman, J. D. (1987). Framing Effects on Buyers' Subjective Product Evaluations. *Advances in Consumer Research*, 14(1), 193–197.
32. Moscardo, G. (2008). *Building Community Capacity for Tourism Development*. Australia: CAB international.
33. Murphy, P. E. (1985). *Tourism: A community approach*. London: Methuen.
34. Musa, G., Kayat, K., & Thirumoorthi, T. (2009). The experiential aspect of rural home-stay among Chinese and Malay students using diary method. *Tourism and Hospitality Research*, 10(1), 25–41.
35. Otto, J. E., & Ritchie, J. (1996). The service experience in tourism. *Tourism Management*, 17(3), 165–174.

36. Petrick, J. F. (2002). Development of a Multi-Dimensional Scale for Measuring the Perceived Value of a Service. *Journal of Leisure Research*, 34(2), 119–134.
37. Petrick, J. F. (2004). First Timers' and Repeaters' Perceived Value. *Journal of Travel Research*, 43(1), 29–38.
38. Rasoolimanesh, S. M., Dahalan, N., & Jaafar, M. (2016). Tourists' perceived value and satisfaction in a community-based homestay in the Lenggong Valley World Heritage Site. *Journal of Hospitality and Tourism Management*, 26(1), 72–81.
39. Ruyter, K. de, Wetzels, M., & Bloemer, J. (1998). On the relationship between perceived service quality, service loyalty and switching costs. *International Journal of Service Industry Management*, 9(5), 436–453.
40. Ruyter, K. de, Wetzels, M., Lemmink, J., & Mattson, J. (1997). The dynamics of the service delivery process: A value-based approach. *International Journal of Research in Marketing*, 14(3), 231–243.
41. Sanchez, J., Callarisa, L., Rodrigez, Rosa, M., & Moliner, Miguel, A. (2006). Perceived value of the purchase of a tourism product. *Tourism Management*, 27(1), 394–409.
42. Sanchez-Fernandez, R., & Iniesta-Bonillo, A. (2007). The concept of perceived value: a systematic review of the research. *Marketing theory*, 7(1), 427–451.
43. Sheth, J. N., Newman, B. I., & Gross, B. L. (1991a). *Consumption values and market choices: Theory and applications*. Cincinnati: South-Western PublishingCo.
44. Sheth, J. N., Newman, B. I., & Gross, B. L. (1991b). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170.
45. Slater, S. F. (1997). Developing a customer value-based theory of the firm. *Journal of the Academy of Marketing Science*, 25(2), 162–167.
46. Suansri, P. (2003). *Community based Tourism Handbook*. Thailand: Responsible Ecological Social tour - REST.
47. Sweeny, J. C., & Soutar, G. N. (2001). Consumer Perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(1), 203–220.
48. Tam, J. L. (2004). Customer Satisfaction, Service Quality and Perceived Value: An Integrative Model. *Journal of Marketing Management*, 20(1), 897–917.
49. Tosun, C. (2000). Limits to community participation in the tourism development process in developing countries. *Tourism Management*, 21(6), 613–633.
50. UNWTO (2004). *Indicators of sustainable development for tourism destinations*. Madrid: World Tourism Organization.
51. UNWTO (2016). *UNWTO: Tourism Highlights 2016 Edition*. Madrid: World Tourism Organization.
52. Wang, Y., Po Lo, H., Chi, R., & Yang, Y. (2004). An integrated framework for customer value and customer-relationship-management performance: A

- customer-based perspective from China. *Managing Service Quality: An International Journal*, 14(2/3), 169–182.
53. Woodall, T. (2003). Conceptualising Value for the Customer: An Attributional, Structural and Dispositional Analysis. *Academy of Marketing Science Review*. (12), 1–42.
  54. Woodruff, R. B. (1997). Customer Value: The Next Source for Competitive Advantage. *Journal of the Academy of Marketing Science*, 25(2), 139–153.
  55. Woodruff, R. B., & Gardial, S. (1996). *Know your customer: New approaches to customer value and satisfaction. The Blackwell Business dimensions in total quality series*. Cambridge, Mass., USA: Blackwell Business.
  56. World Commission on Environment & Development (WCED) (1987). *Our common future*. Oxford: Oxford university Press.
  57. WTTC (2016). *Travel & Tourism: Economic impact 2017 Thailand*. s.l: World travel and tourism council.
  58. Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2–22.



## **APPENDIXES**



## TABLE OF APPENDIXES

Appendix A: Questionnaire .....	1
Appendix B: List of dimensions and factors .....	3
Appendix C: List of dimensions and factors .....	4
Appendix D: Histogram of normal distribution variable “differenceH1” .....	5
Appendix E: Histogram of normal distribution variable “differenceH2” .....	5
Appendix F: Histogram of normal distribution variable “differenceH3” .....	6
Appendix G: Histogram of normal distribution variable “differenceH4” .....	6
Appendix H: Histogram of normal distribution variable “differenceH5” .....	7
Appendix: I Histogram of normal distribution variable “differenceH6” .....	7



## APPENDIX A: Questionnaire

### Tourist's perceived emotional, experiential, and functional value in the community Koh Yao Noi

Thank you for agreeing to take part in this important survey which will be analyzed in master thesis: "Tourist's perceived emotional, experiential and functional value in the community Koh Yao Noi " at faculty of economics in Ljubljana. This survey should take only 4-5 minutes of your time to complete. Be assured that answers you provide will be kept in the strict confidentiality.

#### Travel party:

- ☐ Alone
- ☐ Spouse
- ☐ Family members
- ☐ Friends
- ☐ Other

#### Number of visit to the homestay:

- ☐ First time
- ☐ 2-3 times
- ☐ 4 or more times

#### The length of stay:

- ☐ 1 night
- ☐ 2 nights
- ☐ 3 or more nights

#### How satisfied are you with the following items?

	Disagree				Agree
My homestay experience makes me feel like I am in another world.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It was something new and different.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It was memorable experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My visit to this homestay was something that I enjoyed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experiencing this homestay program was something relaxing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The host family members were friendly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
They made me feel comfortable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Disagree				Agree
They tried to help me as much as they could.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
They were very accommodating.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I had a good relationship with my host family members.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The traditional –oriented activities by the participating villagers were enjoyable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The cultural-oriented performances presented were entertaining.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The festival and events celebrated add knowledge on cultural differences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The excursion around the village is informational.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I gained new knowledge from this homestay visit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The house was cozy and comfortable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The house was neat and clean.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The traditional composition was uncommon and appealing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The surrounding area was quiet and peaceful.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Homestay village was accessible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The overall homestay experience offer value for money.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The homestay program is economical holiday package.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The local products available were reasonably priced.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The handcrafts sold were fairly priced.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Gender:

- ☐ Male  
☐ Female

Age (please write your answer in numbers)

\_\_\_\_\_ years

Country of origin:

\_\_\_\_\_

## APPENDIX B: List of dimensions and factors

Table 1. List of dimensions and factor

Dimensions	Factors
Emotional value	My homestay experience makes me feel like I am in another world
	It was something new and different
	It was a memorable experience
	My visit to this homestay was something that I enjoyed
Experiential value (host-guest interaction)	The host family members were friendly
	They made me feel comfortable
	They tried to help me as much as they could
	They were very accommodating
	I had a good relationship with my host family members
Experiential value (activity, culture and knowledge)	The traditional-oriented activities organized by the participating villagers were enjoyable
	The cultural-oriented performances presented were entertaining
	The festival and events celebrated add knowledge on cultural differences
	The excursion around the village is informational
	I gained new knowledge from this homestay visit
Functional value (establishment)	The house was neat and clean
	The traditional composition was uncommon and appealing
	The surrounding area was quiet and peaceful
Functional value (price)	The overall homestay experience offer value for money
	The local products available were reasonably priced
	The handicrafts sold were fairly priced

Source: S. A. Jamal, N. Othman, N. Maheran, & N. Muhammad, *Tourist perceived value in a community-based homestay visit: An investigation into the functional and experiential aspect of value*, 2011, p. 11.

## APPENDIX C: List of dimensions and factors

Table 2. List of dimensions and factors

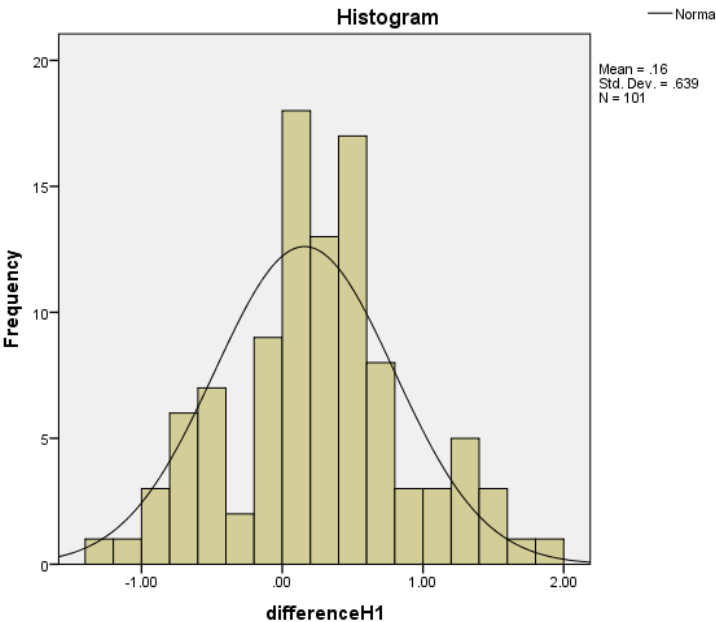
Dimensions	Factors
Establishment	The house was cozy and comfortable
	The houses was neat and clean
	The house preserved some traditional facet
	The homestay village was accessible
	The surrounding area was quiet and peaceful
Service	The basic amenities provided by the host were sufficient
	The activities were well organized
	The cultural show was perform as expected
	The traditional games and pastimes were enjoyable
	The festival and events organized by the host community were satisfying installation
Host provider	The host family was friendly and courteous
	The host was able to converse well
	The family members were entertaining
	The local community was hospitable and friendly
	The community welcomed the visitors to the village
Price	The overall homestay experience offers value for money
	The homestay program is an economical holiday package
	Most of the local products available were reasonably priced
	The handicraft sold were worth buying
Novelty	My experience at this homestay was something new and different
	Experiencing this homestay program was something relaxing
	It was a memorable experience
Hedonism	My visit to this homestay was fun
	It was something that I really like to do
	My visit to this homestay is something that I enjoyed
Social value	I had a good relationship with my host family members
	I had a good relationship with other residents in the community
	I had a good relationship with other visitors during my visit
	My visit to this homestay strengthen my feeling of belonging to the host family and the community
	I had a better knowledge of my host family members and other residents in the community

Source: S.M. Rasoolimanesh, N. Dahalan, & M. Jaafar, *Tourists' perceived value and satisfaction in a community-based homestay in the Lenggong Valley World Heritage Site*, 2016, p. 80.



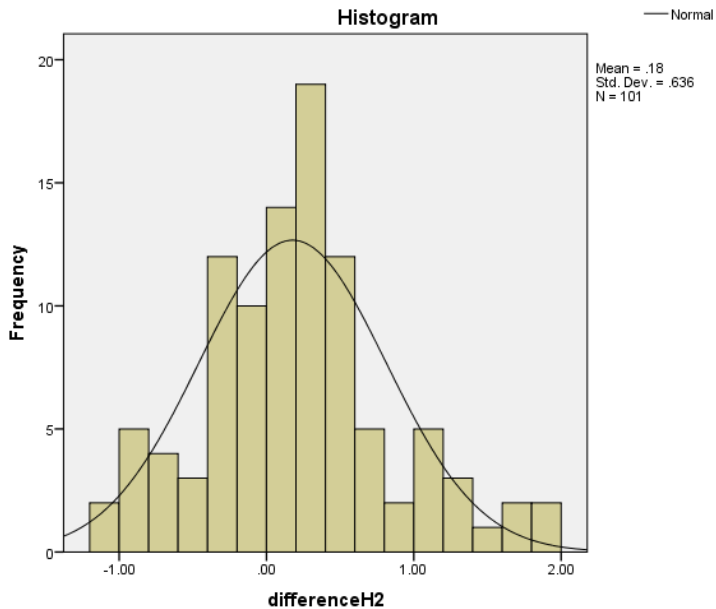
**APPENDIX D: Histogram of normal distribution variable “differenceH1”**

*Figure 1.* Histogram of normal distribution variable “differenceH1”



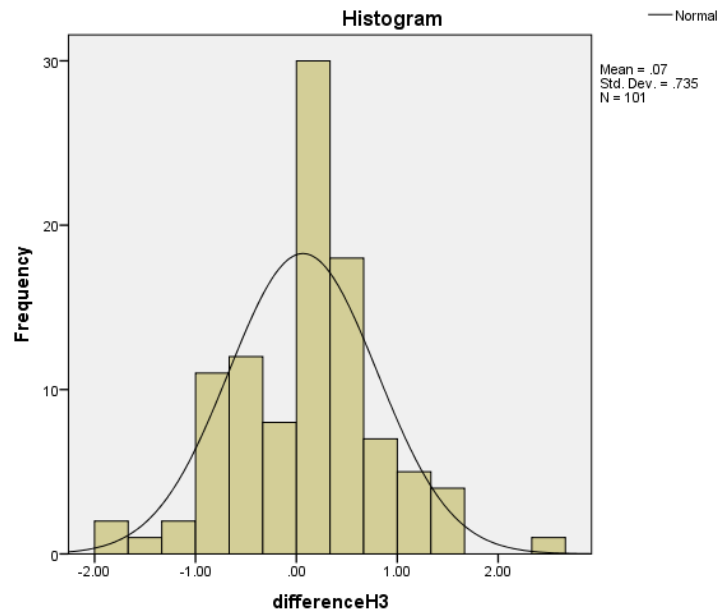
**APPENDIX E: Histogram of normal distribution variable “differenceH2”**

*Figure 2.* Histogram of normal distribution variable “differenceH2”



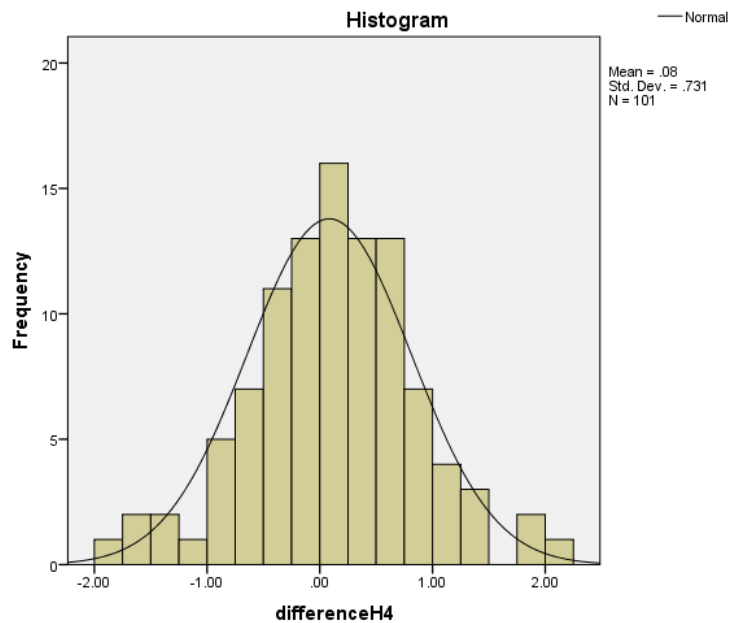
## APPENDIX F: Histogram of normal distribution variable “differenceH3”

Figure 3. Histogram of normal distribution variable “differenceH3”



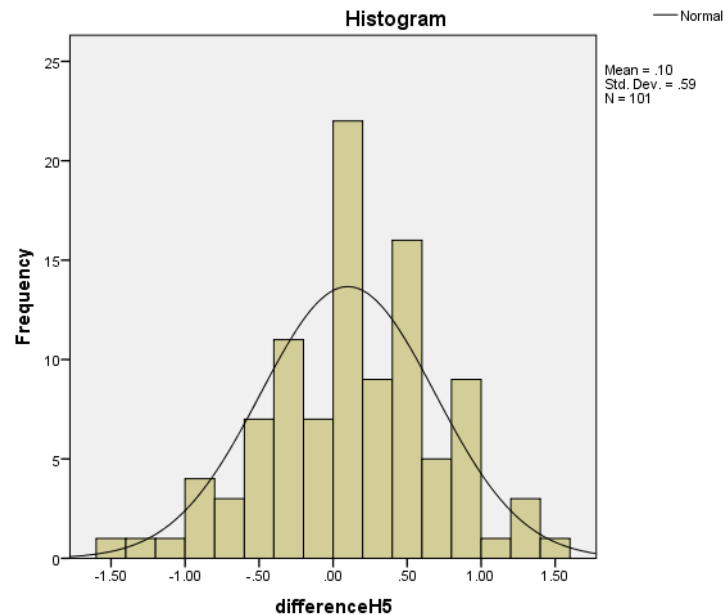
## APPENDIX G: Histogram of normal distribution variable “differenceH4”

Figure 4. Histogram of normal distribution variable “differenceH4”



**APPENDIX H: Histogram of normal distribution variable “differenceH5”**

*Figure 5. Histogram of normal distribution variable “differenceH5”*



**APPENDIX I: Histogram of normal distribution variable “differenceH6”**

*Figure 6. Histogram of normal distribution variable “differenceH6”*

